D7/538
AUSTRALIA
#103339

AUSTRALIAN

#103,339

McALISTER

103,339

103,339 (Australian)

1938

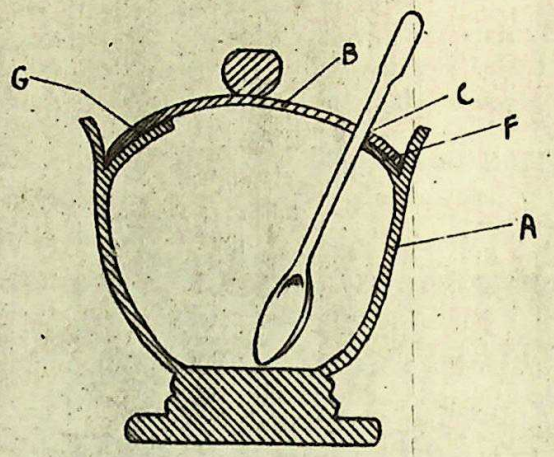


FIG. 1.

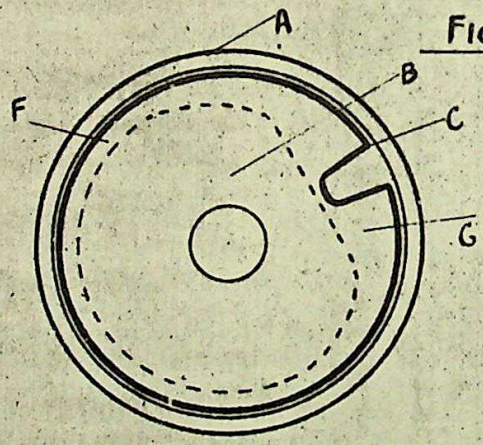


FIG. 2.

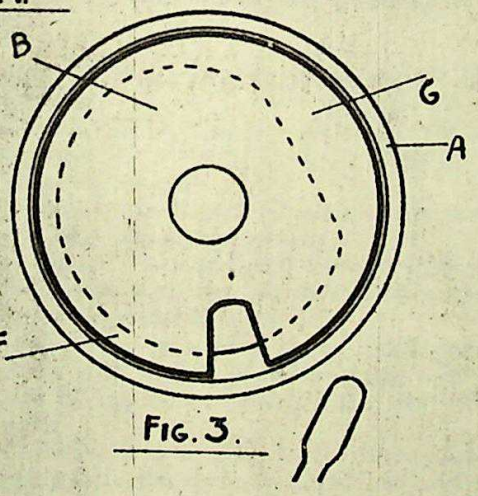


FIG. 3.

220-24

from 220/231

65-59

EXAMINER'S COPY
DIV. 8

103,339

Department of Patents. Patents Act 1903-1921. Commonwealth of Australia.

Application Date : 25th Oct., 1937. No. 2443/37.
(Patents Act 1903-1935, Section 42 (b).)

Applicant (Actual Inventor)	Athol McAlister.
Application and Provisional Specification ..	Accepted, 2nd July, 1937.
Complete Specification after Provisional Specification	Lodged, 25th October, 1937.
Complete Specification	Accepted, 23rd February, 1938.
Acceptance Advertised (Sec. 50)	10th March, 1938.

Classes 76.5 ; 57.5 ; 76.8.

Drawing attached.

COMPLETE SPECIFICATION.

"Improvements in and relating to covered dishes for jam, honey and the like."

I, Athol McAlister of 50 Guy Street, Warwick in the State of Queensland, Commonwealth of Australia, Commercial Traveller, hereby declare this invention and the manner in which it is to be performed, to be fully described and ascertained in and by the following statement:—

This invention relates to covered dishes for jam, honey, sugar and the like and has for its object the provision of means whereby the handle of a spoon or knife may protrude from the dish without at the same time forming a crevice through which flies and other insects may enter and whereby when a spoon or knife is absent from the dish the crevice for such article may be avoided.

According to the invention, I provide a slot in the edge of the lid, said slot being slightly larger than is necessary to accommodate a spoon or knife handle and extending upwards from the lower edge of the lid. The seating for the lid at the top of the jar is an annular ring which is enlarged at one portion. When the said slot in the lid is adjacent the said annular ring there is a crevice for the spoon handle whilst when the slot is adjacent or overlying the broader portion of the ring no crevice is available and the jar is fully covered preventing ingress of insects.

Reference will now be made to the accompanying drawings wherein:—

Figure 1 is a sectional side elevation of a dish embodying the invention with a spoon protruding therefrom;

Figure 2 is a plan of the same looking down with the spoon removed and with the slot in the lid covered by the rim of the dish;

Figure 3 is a plan of the same looking down with the spoon removed and with the lid in a position to accommodate the spoon handle in the slot in the lid.

In the drawings like reference letters refer to the same parts in the different figures wherein **A** is a dish; **B** is the lid of said dish; **C** is the slot extending upwards from the bottom edge of the lid; **F** is a seating for the lid **B**; **G** is the thick portion of the seating.

1109.—24/3/38.—155.—Price, 1s. 0d. post free.

If no spoon or knife is to be left in the dish the lid **B** is placed on the dish **A** so that the slot **C** is directly over the broad portion **G** of the seating **F** which thus blocks any entrance to the dish via the slot **C**. When a spoon is left in the dish the lid **B** is put on so that the slot **C** is partly over the small portion of the seating **F** and the spoon handle passes through said slot **C**. If the slot is too large for the handle the lid is turned slightly towards the broad part of the seating **G** and this decreases the open area of the slot.

Having now fully described and ascertained my said invention and the manner in which it is to be performed, I declare that what I claim is:—

1. In a covered dish for jam, sugar and the like, means for enabling the handle of a spoon or knife to protrude without at the same time forming a crevice through which flies and ants may enter and for avoiding any crevice when a spoon or knife is omitted, said means comprising a slot in the lid extending upwards from the lower edge of the lid and a seating within the dish, of annular shape with an enlargement at one portion, said enlargement adapted to cover the slot in the lid and said annular portion adapted with the slot in the lid to provide a crevice through which the spoon may protrude.

2. An improved covered dish for jam, sugar and the like substantially as described and as illustrated in the drawings.

Dated this thirteenth day of December, 1937.

ATHOL McALISTER,
By his Patent Attorney,
G. R. CULLEN.

Witness—E. Farmer.

Printed and Published for the DEPARTMENT OF PATENTS, COMMONWEALTH OF AUSTRALIA, by L. F. JOHNSTON, Commonwealth Government Printer, Canberra.

D-36-7 NEW YORKER 7-14-51 P. 1

D36-2.H 92

"L'ART DU VERRE"

Covered Crystal Jar with Cane Twist Finial, from the current exhibition of Steuben Glass at the Musée des Arts Décoratifs

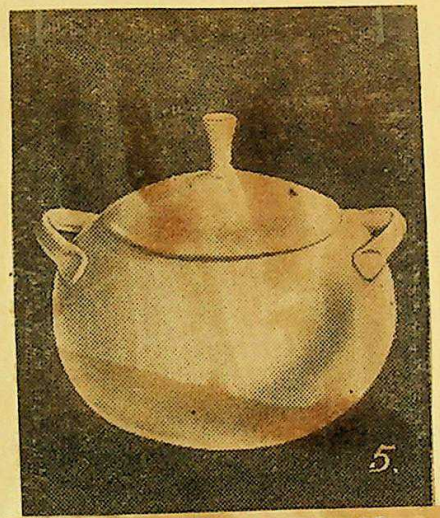
PALAIS DU LOUVRE
PARIS

STEUBEN GLASS

XR- D7-538

D44-15.A
92

Home Furnishings +



5. GOURMET STONEWARE: This marmit pot—which can also be used for everything from chicken stews to baked beans—is part of a new series of contemporary oven-to-table ware made by Frank Mann Stoneware, Shelburne, Vt., and distributed by de Greve Associates, Oldenburgh-Great Barrington, Mass. Stoneware is oven-proof and comes in a choice of yellow or turquoise with white lining. Lift-knob on cover is shaped for easy grip. Retail is about $16.

RETURN TO
DESIGN DIV.

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DESIGN DIV.

1-12-60

Here they are

NEW PYREX® GOLDEN CASSEROLES

RETURN TO DESIGN DIV.

D 7/538 Jan 12, 1960

OVAL DECORATOR CASSEROLES
#945-21GA, 2½ qt., with clear cover, $3.95
Also in #943-21GA, 1½ qt., with clear cover, $2.95

BAKE, SERVE, STORE, FREEZE — ALL IN THE SAME PYREX CASSEROLE

SPACE SAVER CASSEROLES
#575-21GA, 2 qt., with clear cover, $3.50
Also in #548-21GA, 1¼ qt., with clear cover, $2.75

CINDERELLA OVAL DIVIDED SERVING DISH
#963-21GA, 1½ qt., with clear cover, $2.95

CINDERELLA OVAL OPEN BAKER
#053-21GA, 1½ qt., $1.95

Do a golden window display on home fashion's brightest theme

Feature these handsome coordinated casseroles and other gold-decorated housewares right from your stock. Point up the luxury look—at low prices.
—of "the golden touch" for Lenten tables, for shower, wedding, anniversary, birthday, other gifts.

Supplement to
Home Furnishings Daily
Jan. 12, 1960

Get on the phone to your Pyrex distributor with your order *today!*

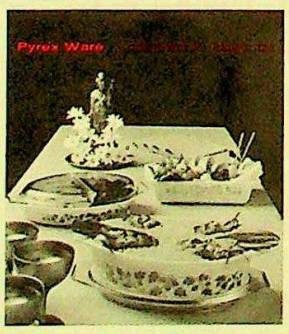
P. 2

PYREX® WARE ***best known name in housewares***

Consumer Products Division, Corning Glass Works, Corning, N.Y.

Supplement to HOME FURNISHINGS DAILY Advertisement · January 12, 1960

Give the golden touch to your 1960 sales with NEW PYREX® GOLDEN CASSEROLES



New gold-accented Pyrex Ware is bright in the home fashion picture. Smart looking Pyrex cook-and-serve ware has a wonderful way with food—neither borrows nor lends flavors. New golden casseroles, 1¼ to 2½ qt., $1.95 to $3.95

PYREX WARE, a symbol of modern living, is a product of CORNING research

Corning Glass Works, Corning, N.Y.

Here's the full-page, full-color national advertisement that will tell this exciting new table-fashion story to 11,700,000 readers of February *McCall's* and March *Ladies' Home Journal!*

Recipe for greater PYREX WARE sales volume: Take the fast selling PYREX Decorated Casseroles and add this exciting new decoration. For most profitable results, mix well with prominent display and promotion in your store.

Handsome, stylish gold-on-ivory decoration has been sales-tested, SALES-PROVEN among thousands of consumers—your customers. Cash in on this opportunity to sell PYREX Golden Casseroles for Lenten tables, for early Spring shower and wedding gifts. In four beautiful shapes, six most wanted sizes . . . $1.95 to $3.95 retail.

page 1

Turn the page for details on this PYREX WARE "Golden" opportunity

SEE THE NEWEST IN PYREX WARE AT THE HOUSEWARES SHOW—BOOTHS 649-655

~~D7/3~~

~~D4 FOUR~~
~~25~~
~~D7/6~~

92

House Beautiful

Oct. 1960

Page91

4th panel, left column

D 7/538

A SPOT OF TEA in the afternoon, served with biscuits or cookies, is an English custom we might well emulate. It's a welcome break in a hurried day, a time to chat with friends. Try it! For the perfect brew, here's an English Ironstone 6-cup tea pot, creamer, sugar bowl, reproduced from century-old molds. $8 plus 75c post. C. D. Peacock, State & Monroe, Chicago 3.

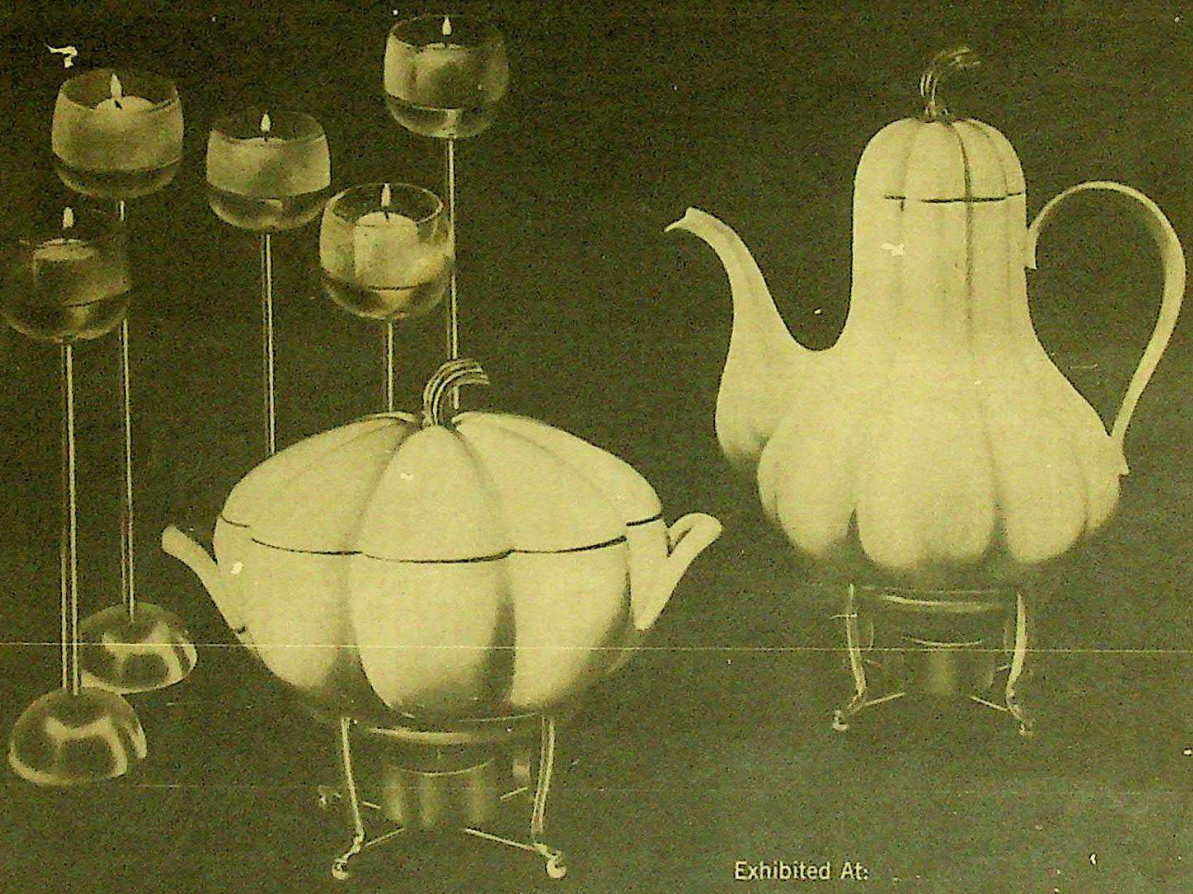
~~D81-10.L~~ 91
D7-539

Jack Orenstein *presents...*

Tulipume

DESIGNED BY *Ernest Sohn*

ERNEST SOHN CREATIONS



Exhibited At:

LOS ANGELES, Brack Shops
DALLAS, Dallas Trade Mart
CHICAGO, Palmer House
NEW YORK, 225 Fifth Avenue
AND ALL MAJOR GIFT SHOWS

Jack Orenstein Associates, Inc.

225 FIFTH AVENUE
NEW YORK

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DALLAS

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527 WEST 7th STREET
LOS ANGELES

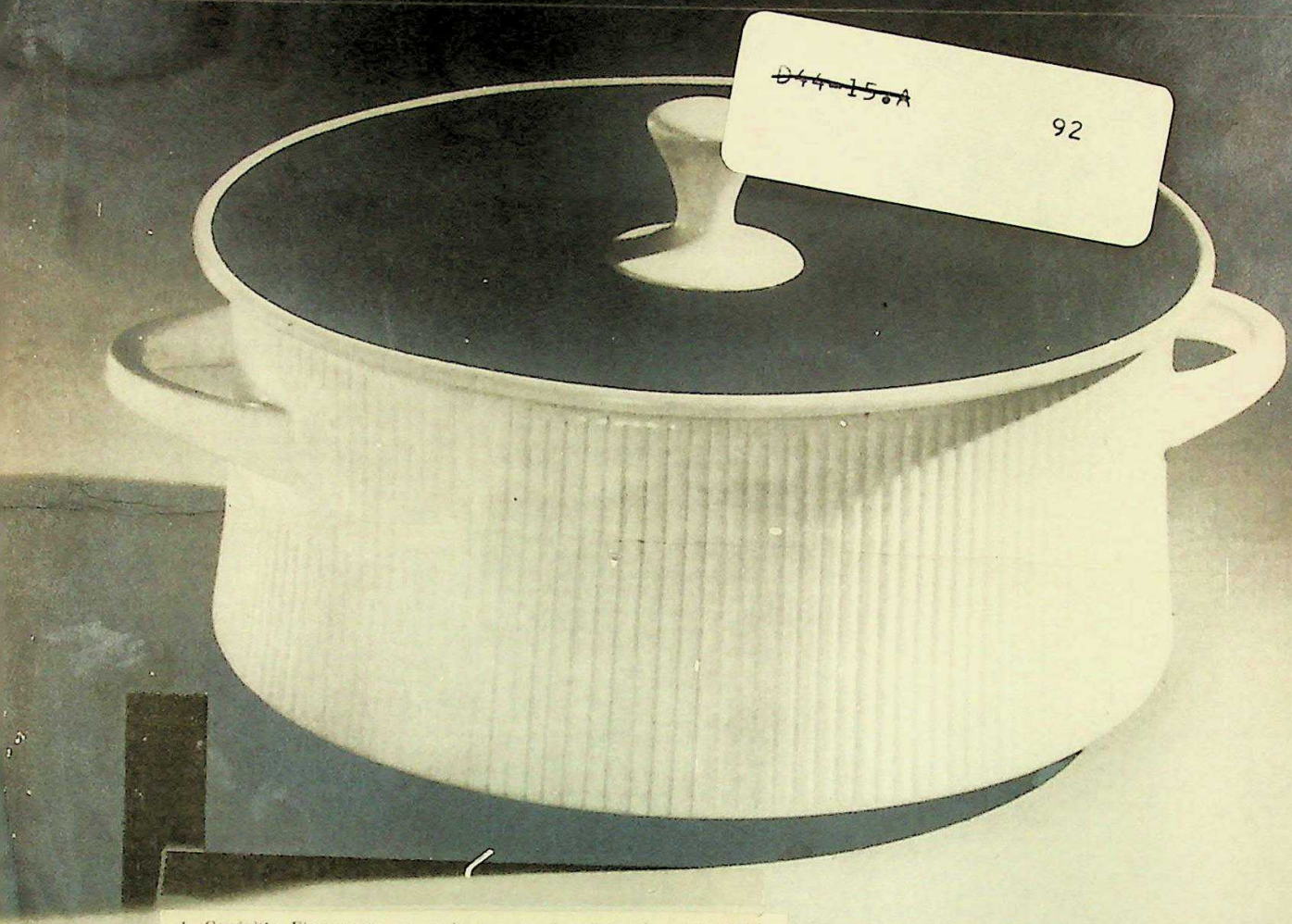
Exclusive Representatives of **ERNEST SOHN CREATIONS, INC.**

NEW SHOWROOMS: Atlanta Merchandise Mart, Atlanta, Ga.

D7-538

DESIGN REVIEW *Tableware and table accessories*

D44-15.A
92



1 Cordalite Flameware casserole is one of a line of oven-to-table ware designed here and made by Rosenthal-Porzellan A G in Germany. Shape is reminiscent of Jens Quistgaard's copper casseroles designed for Dansk (ID, May 60). Weight is unusually low for a ceramic casserole that can be used in or on top of the stove. Lid is teak or, for cooking, stainless steel
Designer: Latham, Tyler, Jensen

(p. 83)

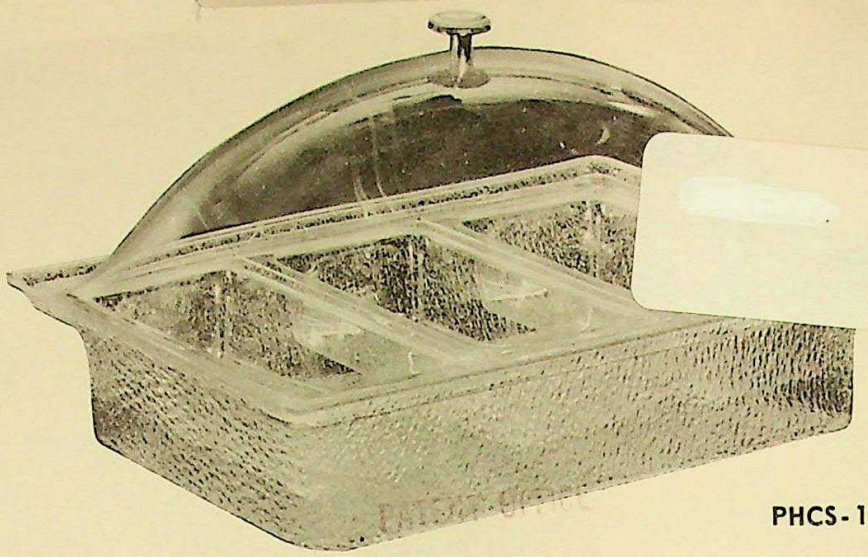
1 Cordalite casserole, Rosenthal-Porzellan A G

As usual, a lot of energy has been expended during the past year in making new materials look like old: melamine tableware is now almost indistinguishable, except by weight, from china; and highly polished stainless steel is used to imitate the "traditional" designs once reserved for sterling. The results of efforts which instead were directed towards finding new uses for old materials seem livelier; notable among these are some accessories for outdoor entertaining (page 86), where materials such as Plexiglass, beechwood and cork are functionally and attractively exploited. This country's mass-produced tablewares still tend to look as if they were designed by a conference of sales directors, but Federal Glass's Zeisel tumblers (page 84) are a welcome exception. Oven-to-table ware continues to inspire serviceable, pleasant designs, usually manufactured abroad though sometimes designed here. Changes in chinaware seem limited mainly to patterns, not shapes.

Industrial Design, February 1962

PLEXIGLAS *For America's Finest Food Displays*

D7/541



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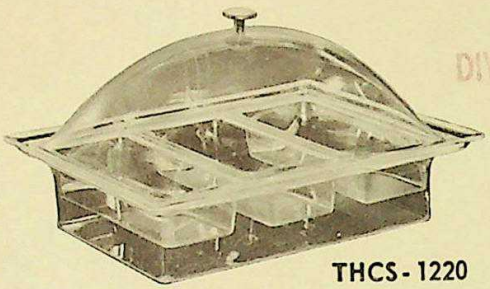

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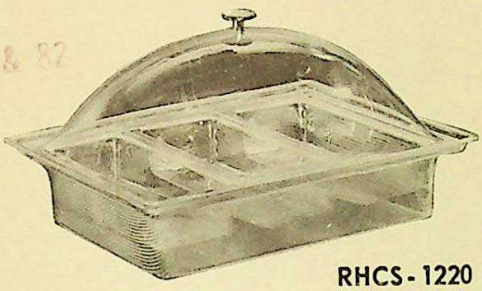

RHCS-1220

HOT AND COLD SERVER

DOMED THREE COMPARTMENT
12" WIDE X 20" LONG
MADE OF STURDY HEAVY PLEXIGLAS

NUMBER	DESCRIPTION	LIST PRICE
PHCS-1220	**TRANSPARENT PLEXIGLAS DOME** ..... Including PEBBLED Plexiglas Bottom Container with 3 Transparent Compartment Dishes.	$32.00 ea.
THCS-1220	**TRANSPARENT PLEXIGLAS DOME** ..... Including TRANSPARENT Plexiglas Bottom Container with 3 Transparent Compartment Dishes.	30.00 ea.
RHCS-1220	**TRANSPARENT PLEXIGLAS DOME** ..... Including RIBBED Plexiglas Bottom Container with 3 Transparent Compartment Dishes.	32.00 ea.
TCD-5-5x11 ..	**EXTRA COMPARTMENT DISHES TO FIT THE ABOVE**	3.00 ea.

MANUFACTURED BY – PALMER DISTRIBUTORS, INC., P.O. BOX 5002, DETROIT 36, MICHIGAN

(CUT OFF ON DOTTED LINE)

ABOVE PRICES ARE LIST

DEALER DISCOUNT – 50% OFF LIST

WRITE US FOR ADDITIONAL QUANTITY DISCOUNTS

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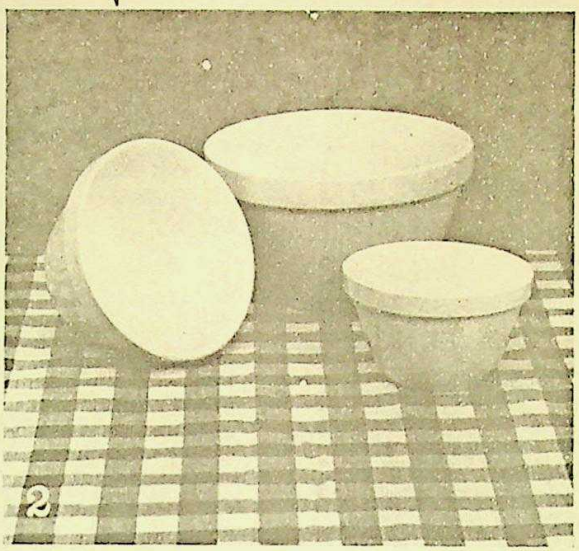
U. S. PATENT OFFICE

D7/538
XD29/28R "Tableware" - Sept '63 - p618



PEARSONS

1 PEANCO COOKING WARE
2 PUDDING BOWLS
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SCOTTISH SALES OFFICE & SHOWROOM
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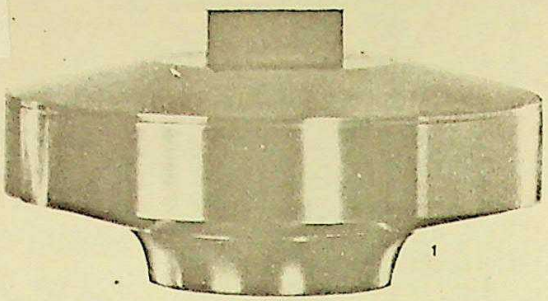
NORTHERN AGENT
Mr. W. H. Dubourg, 6 Stanley Road, HOYLAKE, Wirral, Cheshire. Tel. No. Hoylake 2111

D7-538

APRIL 1964



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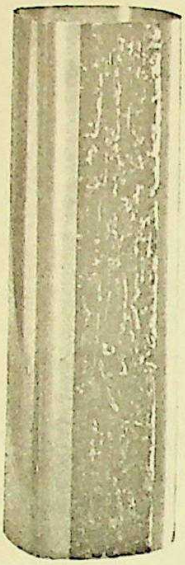
~~D44-15.A~~ PAGE 309
92

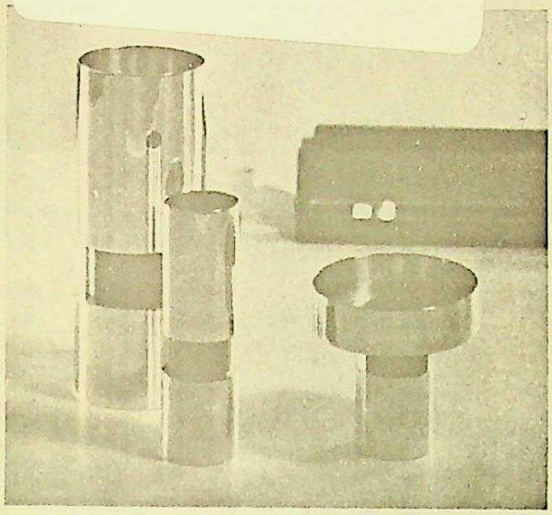


2

M. H. Wilkens & Söhne AG, Bremen

1 Gebäckschale, Silber mit Ebenholzgriff
2 Vase, Silber matt mit aufgelötetem Dekor
3 Vase, Silber matt
4 Likörschale, Schnapsbecher und Weinschale, Silber mit mattschwarzen Kunststoff-zwischenteilen
5 Vase, Silber poliert mit bizarrem Reliefdekor

1 Pastry bowl with ebony handle
2 Vase of mat silver with soldered-on ornaments
3 Vase of mat silver
4 Liqueur, brandy, and wine beakers of silver with in-between parts of black plastic
5 Vase of polished silver with whimsical relief pattern



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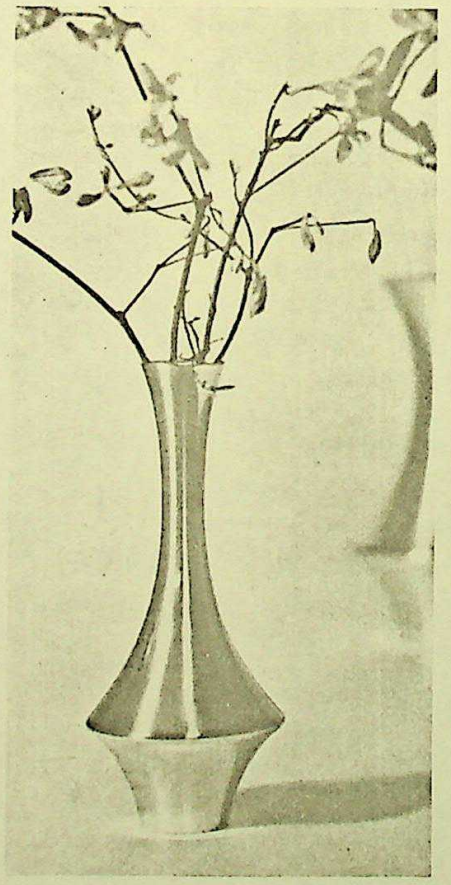

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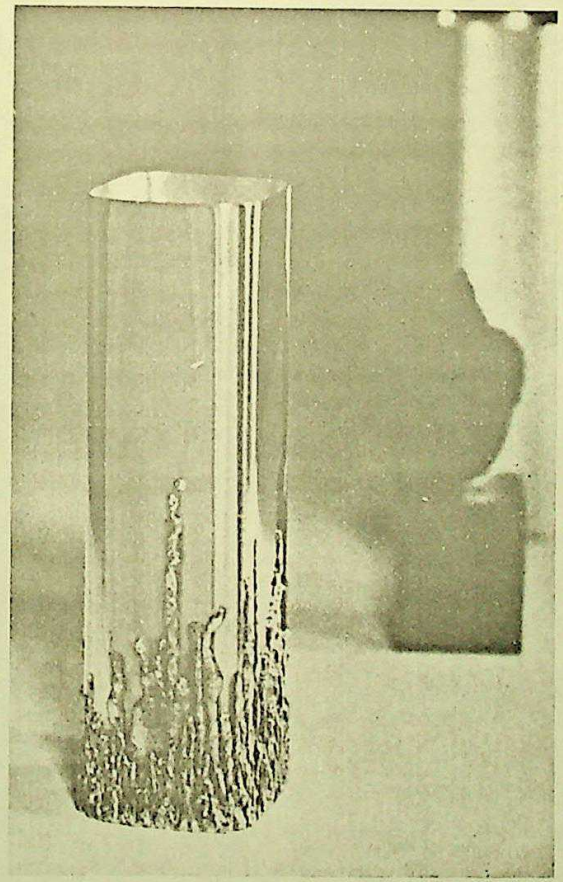


D7-538

Industrial Design
12-1964
p. 86
panel 16

D44-15.A 92

16

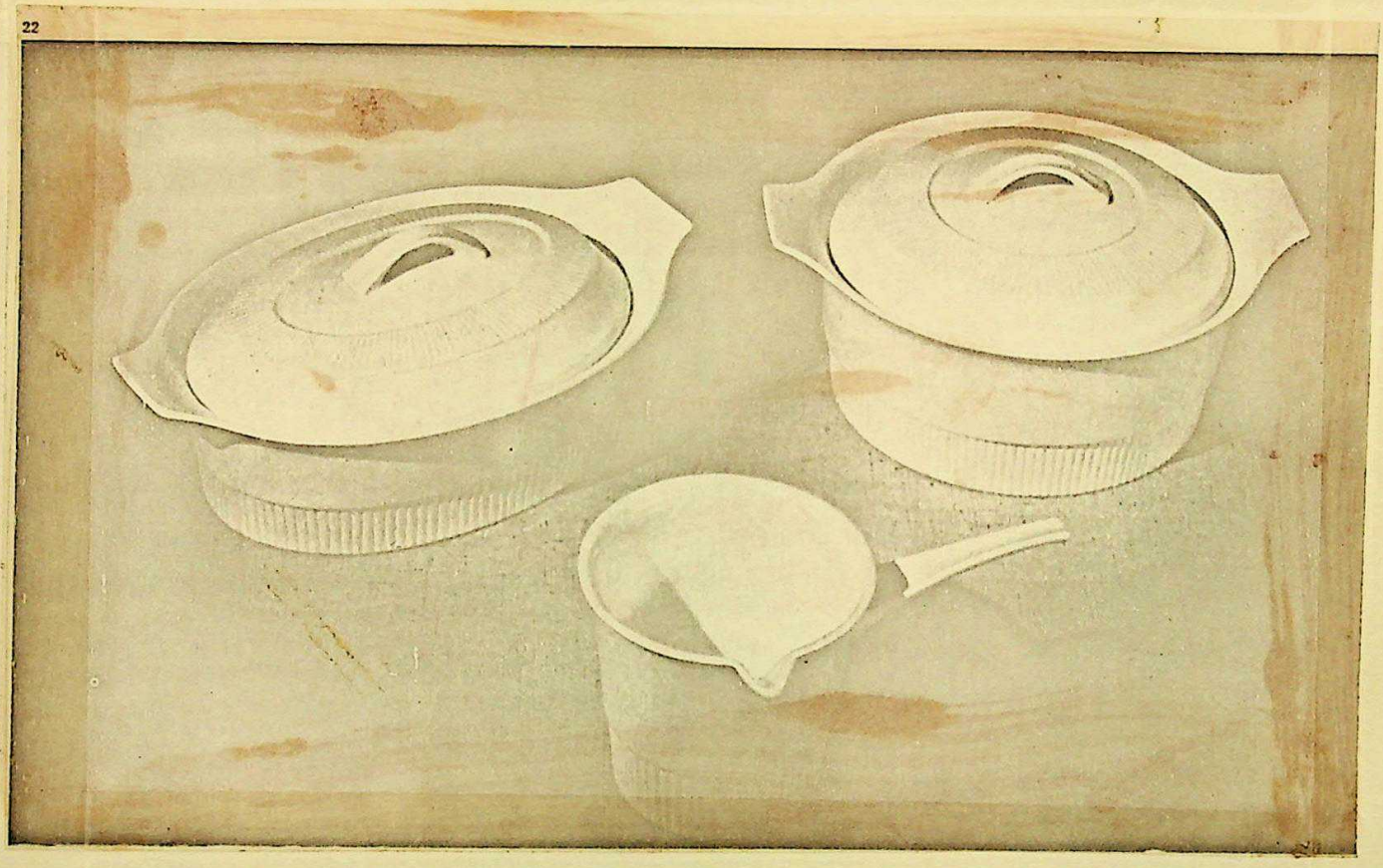
16. The new Corning Ware serving pieces are an advance over previous Corning Ware designs. They are made of the same glass-ceramic used in earlier models, Pyroceram, but, unlike the earlier pieces with their sprigs of blue flowers and transparent covers (which invariably steamed up), the new pieces and covers are an undecorated opaque white. Included with the new pieces are serving cradles of metal with a black matte finish. Like previous models, the pieces are extraordinarily durable—there is an unconditional guarantee against thermal damage. DESIGNER: Sam Mann, consultant; Ronald G. De Puy, of Corning. MAKER: Corning Glass Works, Corning, New York.

D7-538

Industrial Design
12-1964
p. 89
panel 22

AU. 292

22



22. Hall China's new oven-to-table ware is another solution to the demand for multiple use cooking ware; it is a high temperature white porcelain with a high glaze finish. The design combines graceful lines and a simple fluting detail with great success. The pieces can be used for baking and freezing as well as serving.

DESIGNER: Don Schreckengost, Design for Industry, consultant.
MAKER: The Hall China Company, East Liverpool, Ohio.

XD 7/539

white on white

P. 201

What a way to dramatize a bedroom! A plush white setting furnished with pieces from White's Lorraine IV Collection. A choice of 14 different finish combinations, including the most stunning color finishes you've ever seen. For a complete showing of the Lorraine IV Collection, send fifty cents to White of Mebane, Dept. HG-05 Mebane, North Carolina 27302. And start coloring up your decorating with White.

HOUSE & GARDEN

White of Mebane

(BOTTOM RIGHT) MAY, 1972

Silver Mini-Tub

What a great way to serve spreads, dips, relish, nuts, candy, et al. Covered tub holds standard margarine or dip containers. Instant elegance...for you, for gifts. In heavy silverplate. $14.95. At finest jewelry stores and silverware departments.

GORHAM DIVISION OF TEXTRON, PROVIDENCE, R.I.

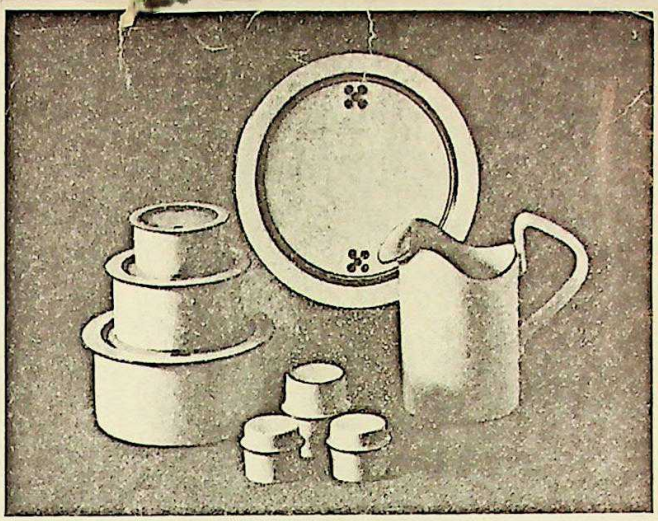
GORHAM

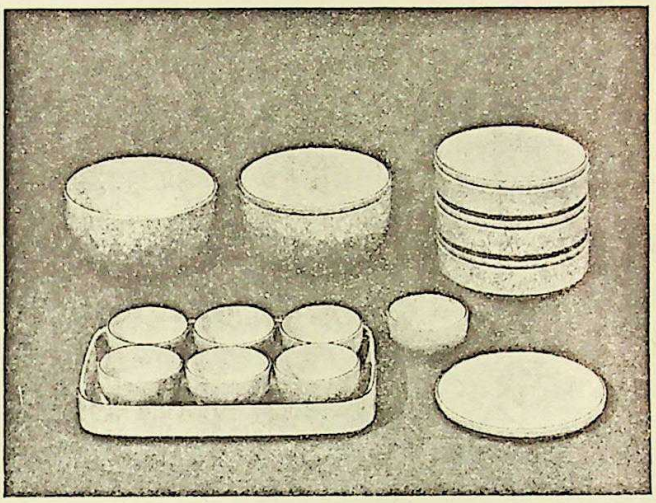
Do you own a Gorham Original?

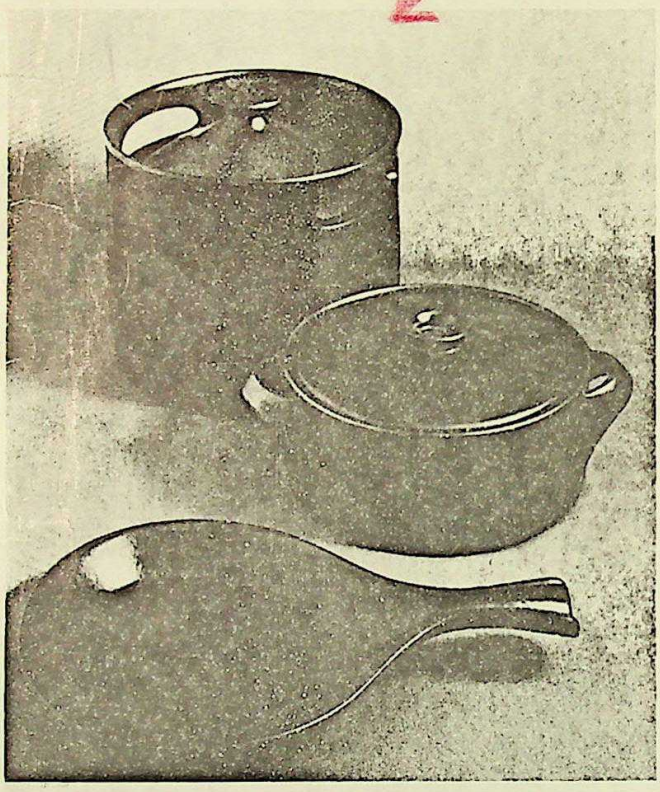
Matching ware on the table top

XD 7/538

TABLEWARE INTERNATIONAL
JANUARY, 1973 p. 46







Above
Ovenproof ware called Terma from Gustavsbergs

Top right
Royal Copenhagen's Domino pattern is one of its latest and most elegant creations

Above right
Blueline, an ultra plain pattern and shape with ware which stacks, from Royal Copenhagen

Third from top, right
The 1972 Christmas Plate from Porsgrund

Bottom right
Daisy, a popular stoneware range from Figgjo Fajanse

D7/538 GIFT & TABLEWARE REPORTER P. 28
1ST ISSUE APRIL, 1973

The Essence of Natural Grooming

COLORFUL BATH PRODUCTS "SCENT" TO SELL

Coconut, Cucumber, Lemon, Orange and many more pleasing scents. Quality grooming products you'll be proud to sell — sale after sale! And soon, our healthful Vitamin E Suntan Cream.

Send for brochure and more information to:
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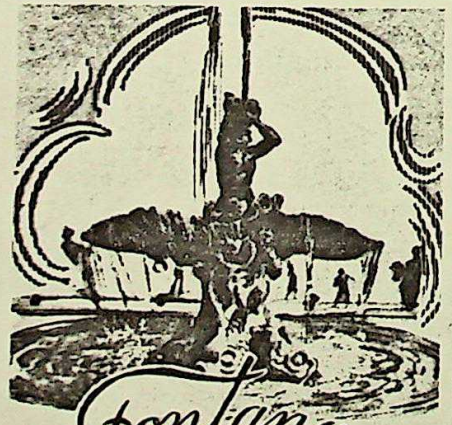
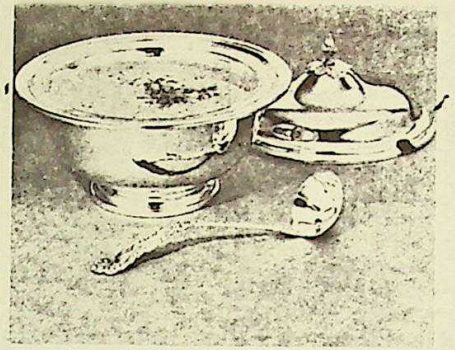
Or Call Area Code 714-839-2783

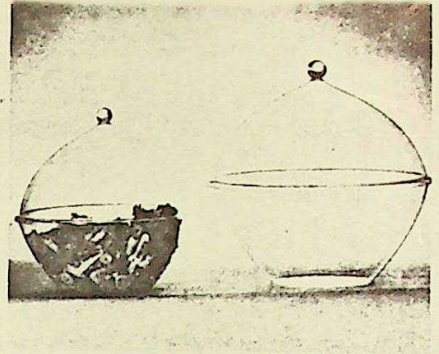


PRODUCTS OF FRAGRANCE

S ● MORE OFTEN



GORHAM. Silverplate tureen with Pyrex liner and decorated ladle has 2½ quart capacity. $60 retail the set. Ladle separately, $8.50. Providence, R.I.



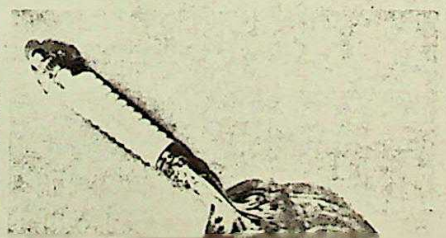
SILITE. Covered salad bowls keep salads cooler, crisper, longer. In clear Lucite. 11 in. diam., $17.50; 14 in. diam., $22.50 2600 N. Pulaski Rd., Chicago.

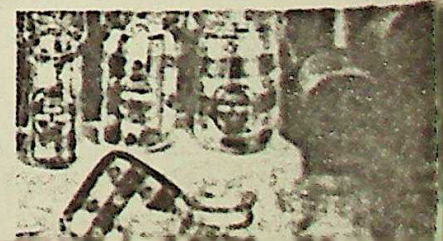
AARIKKA. Wood bottle holder in red, green or brown stain, $2.75; hot pot holder, 80¢; grill mitt, $2.40; trivet, $1.90. All FOB U.S.A. Nokiantie 2, Helsinki 51, Finland.

PAGE 28 (TOP ↑)

gourmet wares to help you stir up sales ®

GAILSTYN. Jubilee salad ensemble features fashionable, natural wood stand and toppers. Cruets & jars have painted design. $14 retail. 230 Fifth Ave., NYC.



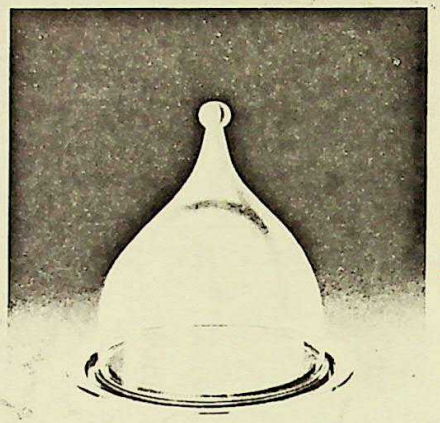


PAGE 15 (TOP ↑)

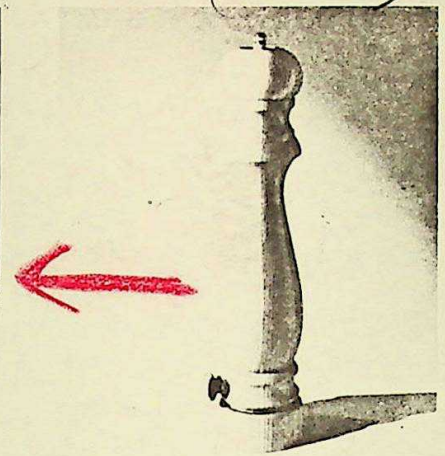
D7/538 GIFT & TABLEWARE REPORTER 1ST ISSUE JULY, 1973 P. 15

Easy living (NP)

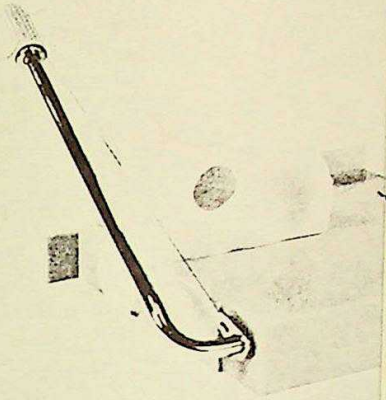
S STAMPING CO. Multi-purpose cook-
e can be used for freezing and storing.
ncludes skillet sauce pans, and casse-
e $24.95 retail. Moundsville, W. Va.



WALLACE SILVERPLATE. Cheese bell with wood board and silverplate tray covered with a clear crystal bell top. $19.95 retail. Wallingford, Conn.

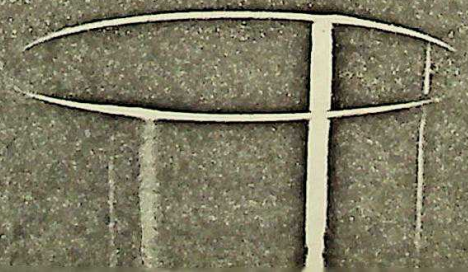


ENTEX INDUSTRIES INC. Features a cordless automatic peppermill of hardwood. Retails are 9½" — $16, 12" — $20. 1016 East Burgrove, Carson, Calif.



LIS KING. Danish design cheese slicer co
sists of a plastic platform, and chrome f
ished slicing gadget. Priced at $3.95. P
Box 503, Mahwah, N.J.

"Reflections" by Stotter



MORE OFTEN

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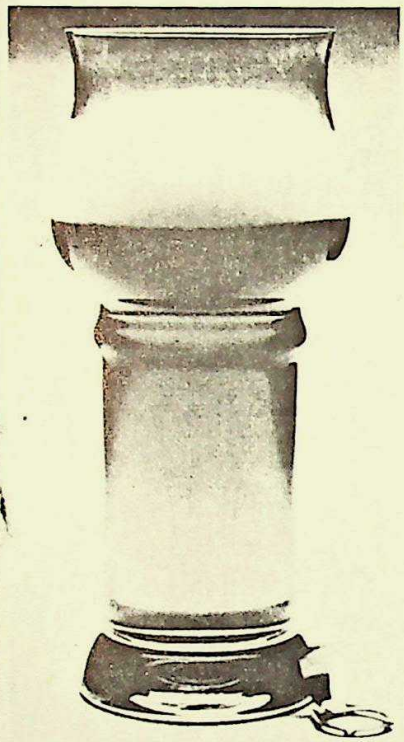
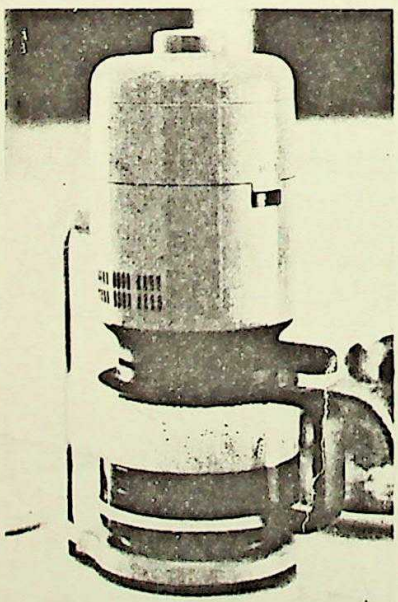
JULY, 1973 P.62

Right: The Benny Cheese Bell from Hadelands Glassverk, designed by Benny Motzfeldt, will be shown by David Washington

Below: A beer glass from Orrefors. Boxed in pairs, the suggested retail price for the two is £3.88 in Britain. It will be exhibited by J Wuidart at the Somerset Hotel



TABLEWARE INTERNATIONAL



Above: A coffee percolator manufactured by Braun of West Germany will be displayed at Harrogate by Henning Glahn

Right: Storage jars and carafes from B Hillerup Jorgensen

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OCT., 1973
GOURMET
p. 102

Muenster

SEMI-SOFT CHEESE

Frenex Dist Inc, P.O. Box 147, Teaneck, N.J. 07666

Oct. 1973

IT'S TIME FOR
"The Great Pumpkin"

. . . Let this orange pottery pumpkin glow on your fall table or light the window for those Hallowe'en goblins.
$13.50 plus $1.50 postage.

pitt petri

378 DELAWARE AVE./BUFFALO, N. Y. 14202

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IN YOUR RETURN ADDRESS

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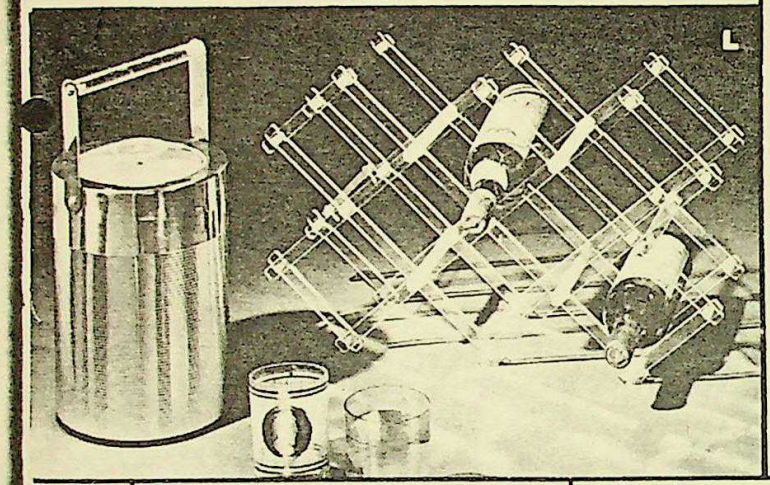
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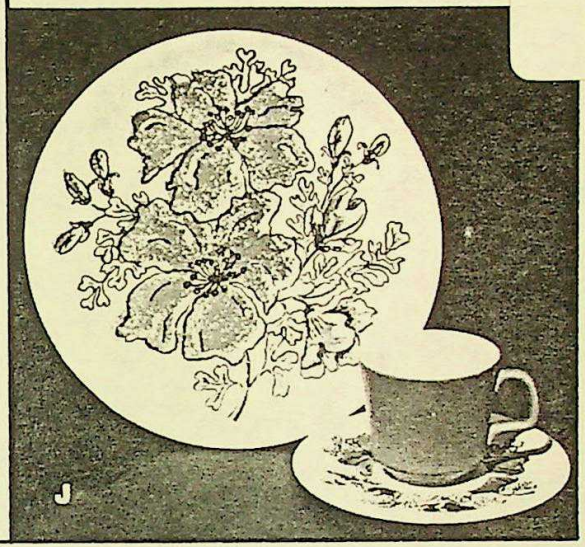
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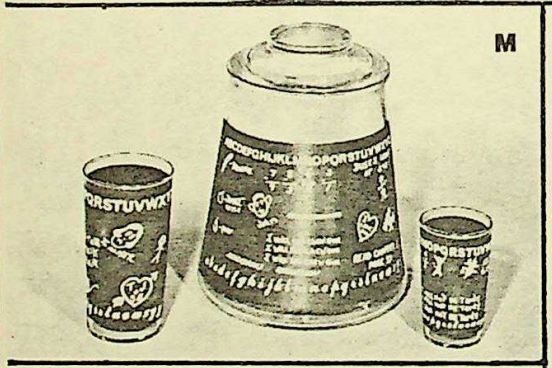
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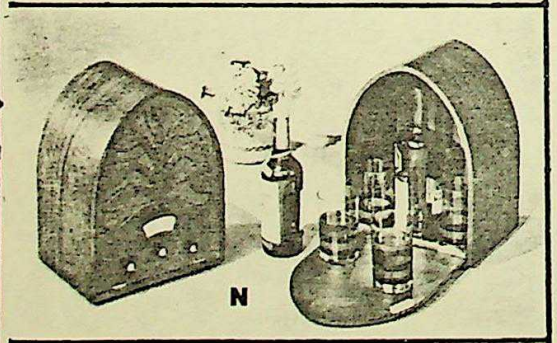
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What do you do when the demand is greater than the supply?

One thing we don't do is stop building that demand.

We continue the heavy advertising that made the products tops in their categories. And we tool up to meet the demand head on. That's Gillette's plan for 1974—big demand, big supply!

JAN. 14, 1974 P. 41
MERCHANDISING WEEK

D7/539

BETTER HOMES & GARDENS

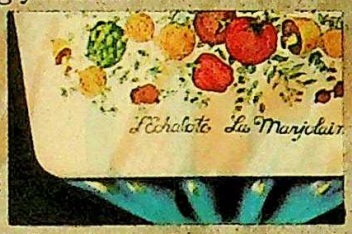
NOW THE COOKWARE THAT DOES EVERYTHING, DOES IT BETTER.

P. 27 JUNE, 1974

For thousands of years, a pot was just something you cooked in.

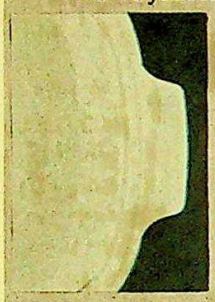
Then we invented Corning Ware® cookware.

And a pot became something you could store in a freezer, slip directly into a hot oven, and then whisk proudly to the most dressed-up table.



In short, we revolutionized cookware. And cooking. And we haven't stopped yet.

We've just taken Corning Ware® and given it a whole new shape. Straighter sides. A flatter bottom. A sleeker, slimmer profile.



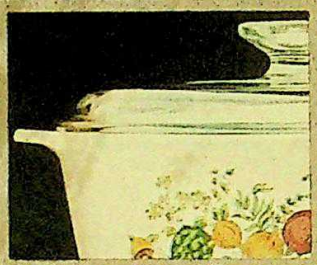
In fact, you'll probably end up getting twice as much use out of your Corning Ware. Because now it doesn't only cook beautifully in the oven. It cooks beautifully on top of the stove, too.

And that's not all.

We've added a better fitting lid to keep the flavor of your good cooking in the pot, where it belongs.

Plus big, hefty handles, so you can bring new Corning Ware to the table with ease as well as pride.

Then, to celebrate all the other changes, we added a delicious new pattern to our collection.



It's called Spice O' Life. And it's guaranteed to turn even a tuna-noodle casserole into a gourmet event.

New Corning Ware cookware. It's still the best there is. Only now, it's better.

NEW CORNING WARE

P. 27

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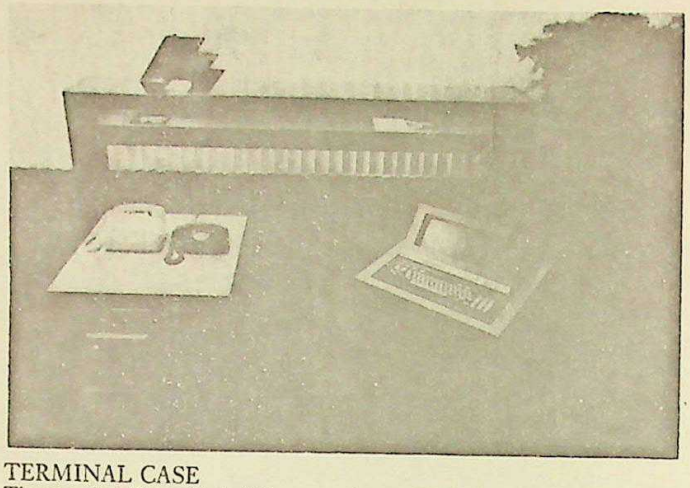
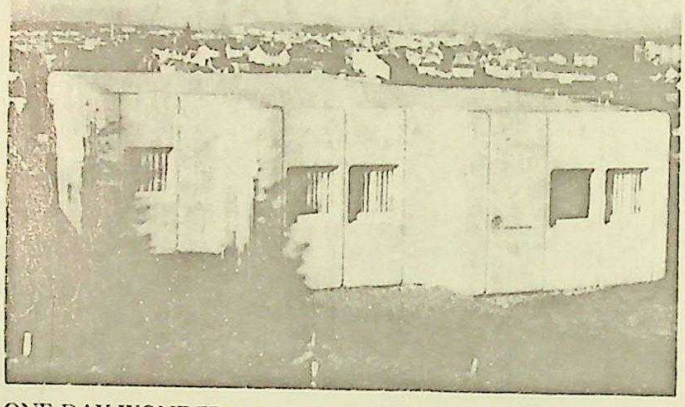


TERMINAL CASE

The complete Tecno Serie 403 range (DESIGN 301/34) includes a wall unit and a storage unit which can, as here, be fitted with a computer terminal. They are made in matt black lacquered wood. The wall unit has a glass top, the storage units have glazed steel tops. Price on enquiry to Oscar Woollens Ltd, 421/3 Finchley Road, London NW3.

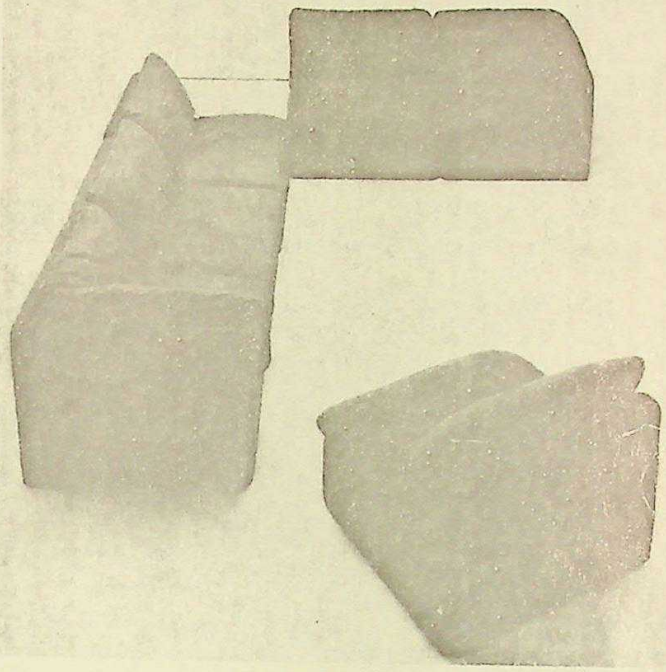


ONE DAY WONDER

Wolfgang Feierbach's grp house design consists of three basic parts: the wall element, with or without a window; corner elements; and the ceiling unit, which can carry up to five tons. They can be latched together into innumerable shapes and are made in 60 different colours. An experienced team can erect a 150-200m² house in a working day, setting it up on a ready-made concrete foundation. Enquiries to Wolfgang Feierbach GmbH, 6472 Altenstadt, Industrie Strasse 36, West Germany.

THE RIO LINE

Minty's seating system called Rio won two awards at this year's Earls Court furniture fair. There are four parts; seat, corner unit, stool and table costing from £42, £52, £32 and £25 respectively. The seats are made of foam and the cushions have removable covers. The system was designed by John Tucker for Minty Furniture, Cowley, Oxford.

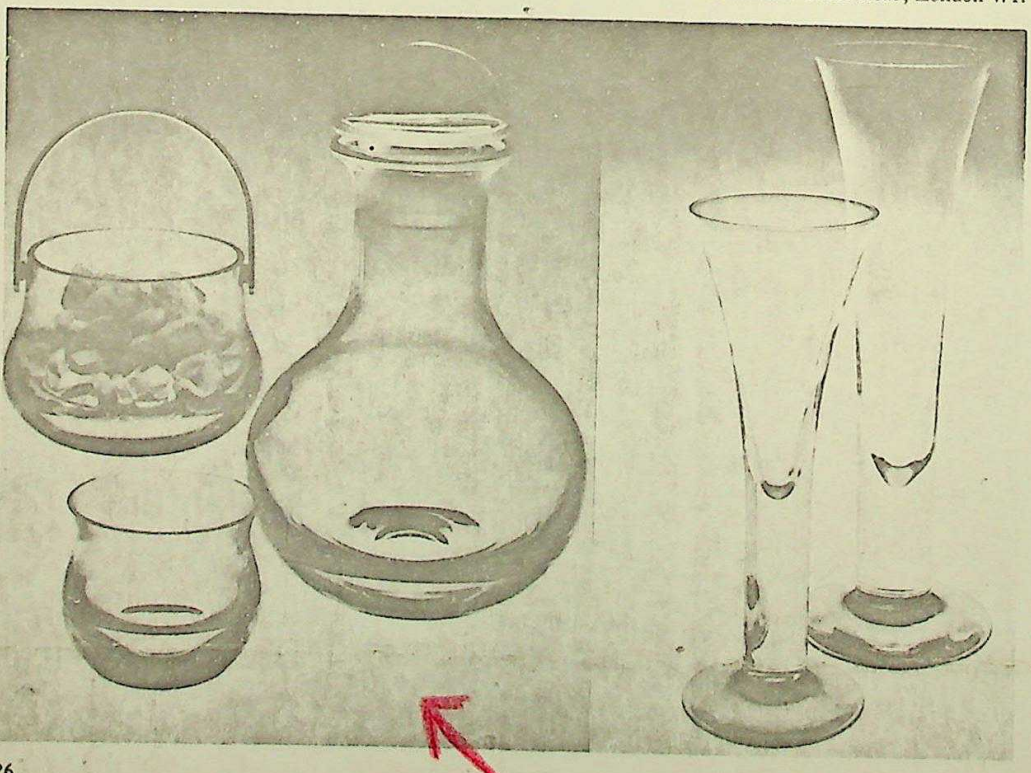


ROUND-UP

Rancher is a canvas chair that makes it possible to live in a mess tidily. The seat is mounted on a steel rod frame flanked by pockets. By Bofinger-Produktion, D-7129 Ilsfeld/Heilbronn, Postfach 10

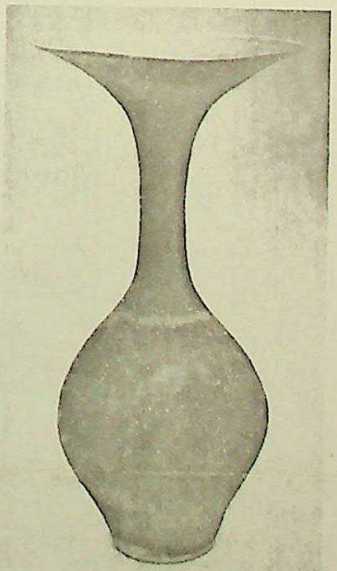
NON-TUMBLE TUMBLER

Boda has produced a tumbler which is difficult to knock over. It is part of the Relaxer range, which includes an ice bucket and a decanter. The two stem glasses are part of the Sparkling range. From Heals, 196 Tottenham Court Road, London W1.



POT GREY

This porcelain bottle with mauve and grey spirals is by Lucie Rie. Her work, which is occasionally available at the British Crafts Centre, is being reviewed in the current issue of *Ceramic Review*.



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Antique tureen at Haviland display room

GOURMET

THE PORCELAIN OF LIMOGES

p. 21
JULY, 1975

By Lillian Langseth-Christensen

Photographs by Ronny Jaques

THE OLD CLAY MILL stands a few miles south of Limoges on a placid tributary of the Vienne. As we approached it through intermittent banks of winter fog, a black and white mongrel watchdog lumbered out of his converted Diogenes barrel and barked without conviction. He ruffed up his back hair and came the length of his rusty chain to accept the puff pastry sausage roll that was to have been my elevenses. His back hairs smoothed down, but the barking continued until we left —clearly a French dog with a sense of duty and a taste for light pastry. So much for the protection of industrial secrets in the Haute-Vienne.

Above the mill the river widens into a motionless pool and the trees bend down to their reflections. Then suddenly the mirror image shatters and the water breaks over the falls that once propelled the waterwheel. The great millstones are still there, leaning against a wall, but the mill wheel is idle and green with lichen. Electricity has been installed; everything else remains as it was.

Inside the mill the sand-powdered workmen are as much a piece of France; Rodin might have sculpted them in clay. They feed broken quartz and feldspar, water and kaolin into the grinding vat, which reduces the materials to a monotone paste. It all looks primitive and unformulated, but the gray paste, which will ultimately become white and translucent Limoges porcelain, is produced day after day with laboratorial accuracy. The hideous clanging of the machinery drowns out all other sounds—no one even tries to speak—and the false alarms of the guardian dog go unheard.

Such a place is called a *marche-à-pâte*, a walk-on-clay, in memory of the early porcelain workers who trampled the clay with their feet. At that time they wore sabots, as they still do, with coarse leather tops and heavy wooden soles shaped like the hulls of ships. Today's sabot-eurs no longer tread the dough, but they stand on their wooden soles in inches of clay-colored water. There are several old *marche-à-pâte* mills near Limoges, where paste containing kaolin for hard-paste porcelain has been prepared in the same way for nearly two hundred years. Save for the little clay-encrusted switch boxes and a few wires strung under the low ceilings, nothing has changed.

The three long searched for and once jealously concealed components of china paste are ground together into powder and made plastic with water. They are drained and pressed, aged and ripened, until they are pliant and soft and uniformly putty-colored. The finished paste is finally pushed through what looks like an elderly sausage machine, from which it emerges in two thick rolls that are cut to standard length and loaded on hand-drawn trolleys. The mill workers' labor is over when the rolls leave their hands. It is the end of the first step between the extraction of kaolin in nearby Saint-Yrieix-la-Perche and the radiantly white porcelain of Limoges. All subsequent steps follow in the up-to-date porcelain works, where security rests on high walls and guards.

Kaolin in France was discovered tentatively in 1765 and officially in 1768 at Saint-Yrieix by Monsieur Darnet, the local apothecary and surgeon. The village lies about twenty-five miles south of Limoges on Route Nationale 704. Saint Yrieix did not make my dictionary of saints, but Saint-Yrieix-la-Perche has made the *Guide Michelin*, with about seven thousand inhabitants and a small map. Kaolin is not the sort of thing that anyone would recognize or notice unless he was looking for it. M. Darnet was only one of many who had been looking for a long time.

From late in the fifteenth century to the beginning of the eighteenth century most of the porcelain in Europe was imported from the Orient. Because it was fashionable, beautiful, and valuable, because of its prestige and the enormous costs of importing it, everyone wanted to make it himself. In spite of many attempts at imitation, the Chinese kept their secret well, and no one succeeded in duplicating the hard-paste porcelain that came to be called china.

Over a hundred and fifty years earlier a soft-paste porcelain had been developed in Italy. The Florentine ware that was made under the patronage of Francesco de' Medici was known as Medici porcelain, and Venice produced a porcelain that contained glass. In 1673 a patent was granted for the making of porcelain in Rouen, and a factory was founded in Saint-Cloud in 1677. All these porcelains were made of soft paste, or *pâte tendre*, and it remained the base of French porcelain for nearly a hundred years. Its fluidity and softness made it a beautiful material for modeling and for all pieces that did not need strength to resist wear.

The new drinks that were shaking Europe with joy and controversy—tea, coffee, and chocolate—only increased the vogue and demand for porcelain. Cups that were light and graceful as well as durable were needed, not to mention teapots, coffeepots, chocolate pots, bowls, and pitchers. Different cups were used depending on the time of day and the place where the drink was served. As the popularity of porcelain increased, the various East India Companies facilitated its importation, which did not necessarily reduce its cost. The Chinese became proficient in filling special orders, and European designs were executed faithfully. Now and then there might be shepherds with slanting eyes and just a breath of chinoiserie.

Augustus the Strong, Elector of Saxony, instructed his court alchemist, Johann Friedrich Böttger, who had failed to fill the palace coffers with gold, to discover the secret of Chinese hard-paste porcelain in 1705. Böttger, feeling himself sorely demeaned, found it to be a combination of ground stone, made pliable with a clay called kaolin. The name derives from the Chinese mountain Kao-ling (*kao* "high" and *ling* "ridge"). By incredible good fortune the essential kaolin was found conveniently near Böttger's hand at Aue and Seiditz in Saxony and at Elbogen in Bohemia. From 1708 the first European hard-paste porcelain was being made by Böttger in Dresden (the early pieces were red), and by 1710 the works at Meissen were founded.

All this was done in the utmost secrecy, but pirating is as old as secrets, and in time the competition knew that what they needed was kaolin. After years of searching Darnet found the first important deposits in France in the little hamlet of Saint-Yrieix-la-Perche in the Limousin. The discovery was claimed by the porcelainmakers of Sèvres, by a Bordeaux pharmacist, and by the experts who analyzed the samples. But Darnet's discovery has the ring of truth, since it was just a lucky accident. It seems that Madame Darnet always dug up a cracked white material beyond the cemetery wall and used it to wash Darnet's linen—and that was kaolin, finally found in the laundry.

Saint-Yrieix was far too small to take the traffic that the discovery of kaolin brought. The French were not above the urge to get rich quick, and rivalries were bitter. Everyone, including the Crown, wanted to either take over the land beyond the cemetery wall in Saint-Yrieix or build a porcelain plant. Limoges became the logical point for the politics, disputes, and conflicts inherent in a newborn industry.

Limoges was then the capital of the old province of Limousin, part of which is now in the *département* of Haute-Vienne, and its location was, mildly expressed, strategic. It was built on the site of the Roman Lemovices on the banks of the Vienne, in the center of a vast and fertile amphitheater between the basins of Paris and Aquitaine. Among its assets were an old bridge built on Roman foundations, the only one to cross the Vienne until 1838, and complete control of the passage of the Grandes Routes, north and south, east and west. The bridge still standing there as good as new, is now called the Pont Saint-Martial. With such advantages and the enterprise of the Limougeauds, Limoges had what is today called potential. In the meantime the inhabitants dealt in lumber that was floated down the Vienne; they tanned leather and wove textiles. There was also an earthenware factory in Limoges after 1736.

The monarchy was represented in each province by a resident *intendant*, or administrator. Anne-Robert-Jacques Turgot, baron de l'Aulne, was Intendant Général du Limousin from 1761 to 1774, at the time of Darnet's discovery of kaolin. Turgot was not initially popular, having approved the demolition of two of the most beautiful gates of Limoges, but he reestablished himself completely with porcelain. Recognizing the advantageous presence of water for power and wood for firing kilns, of kaolin for the paste and Limougeauds to do the work, he put two

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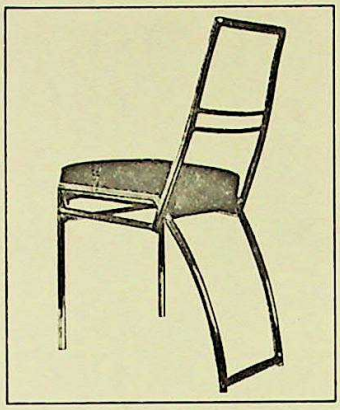
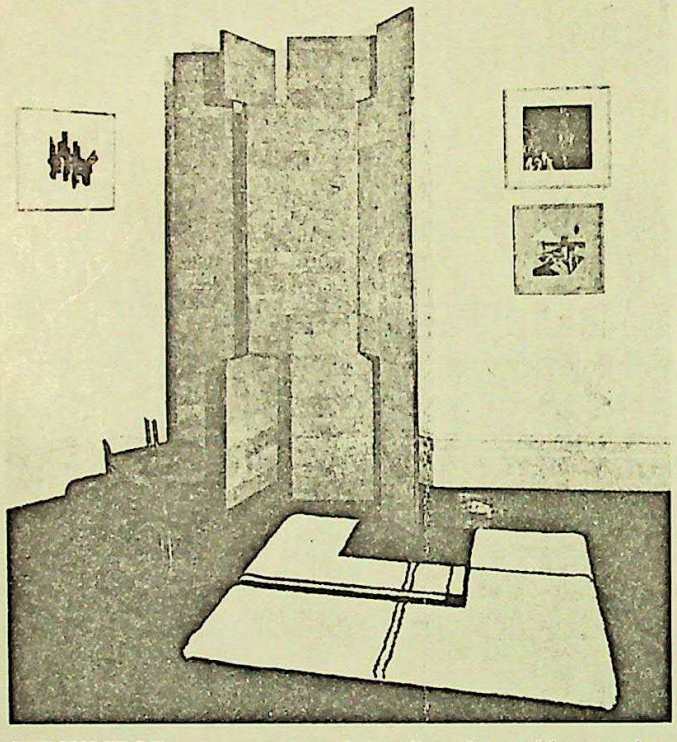
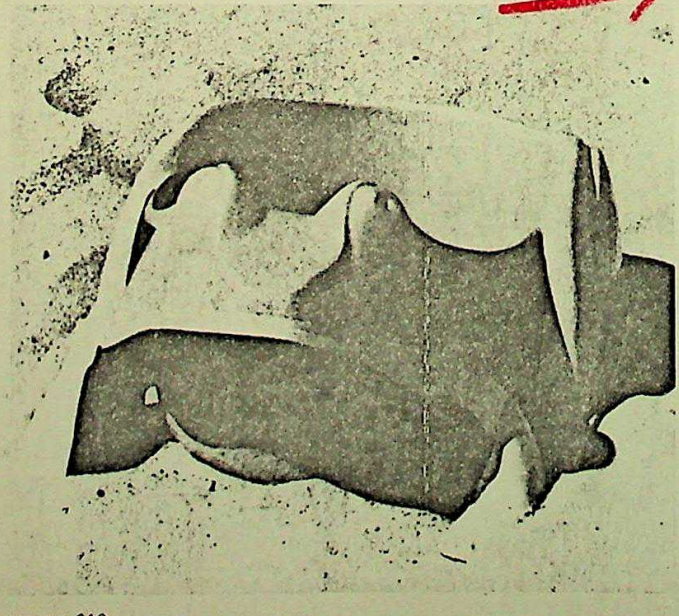
DESIGN
JULY, 1975 p. 23

EMINENCE GRAY
Admirers of Eileen Gray's work in France during the 'twenties and 'thirties (DESIGN 298/68–73) will be glad to hear that some of her designs are again being made and are available through Monika Kinley, 54 Digby Mansions, Lower Mall, London W6. The stainless-steel chair, first designed in the 'thirties, has a suede seat and costs £150. The cork screen, designed in the 'sixties, has four panels 2·4m high and is one of an edition of five, price £750. The wool rug, also an edition of five, was designed in the 'twenties and costs £250; and the hardwood and steel coffee table costs £30.

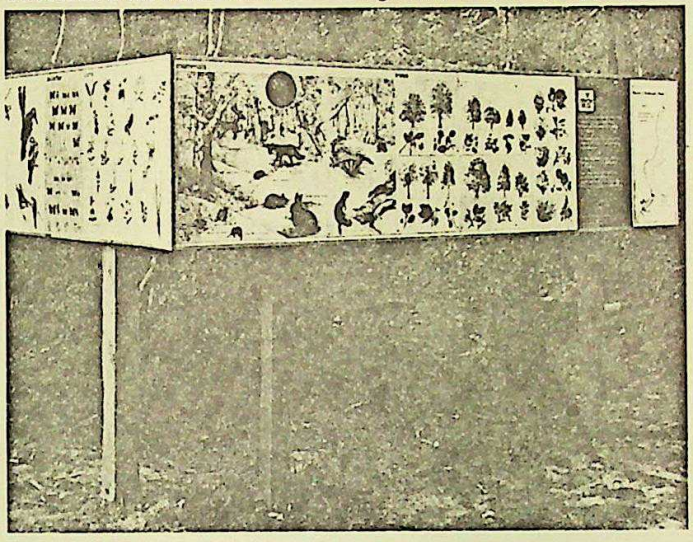




FRENCH FROG
An amusing idea for a child's hip bath or for the beach is this moulded polyester frog designed by Michel Verdier. In a choice of colours, it measures 520 × 340mm internally and several frogs can be stacked on top of one another. Further details and price from Michel Verdier, 10 rue de la Jomayére, 42100 St Etienne, France.



NATURAL OUTCOME
Exeter College of Art was asked last year by the Devon Trust for Nature Conservation to design and illustrate the flora and fauna in the Dunsford reserve. The existing display was chipped and faded, and the brief was for an inexpensive, light-fast, water-resistant, detachable and vandalproof display board to be ready by the end of February. The result is the work of three LSIA course students: Michael Bird, Keith Davy and Paula Youens. The Royal Albert Museum and Exeter University's Ecological Studies department gave expert help and lent them specimens. The finished artwork in Winsor and Newton water colours, laminated on 610mm (2ft) square panels, is set in two 2440 × 610mm (8 × 2ft) frames fixed at right angles on the existing supports.



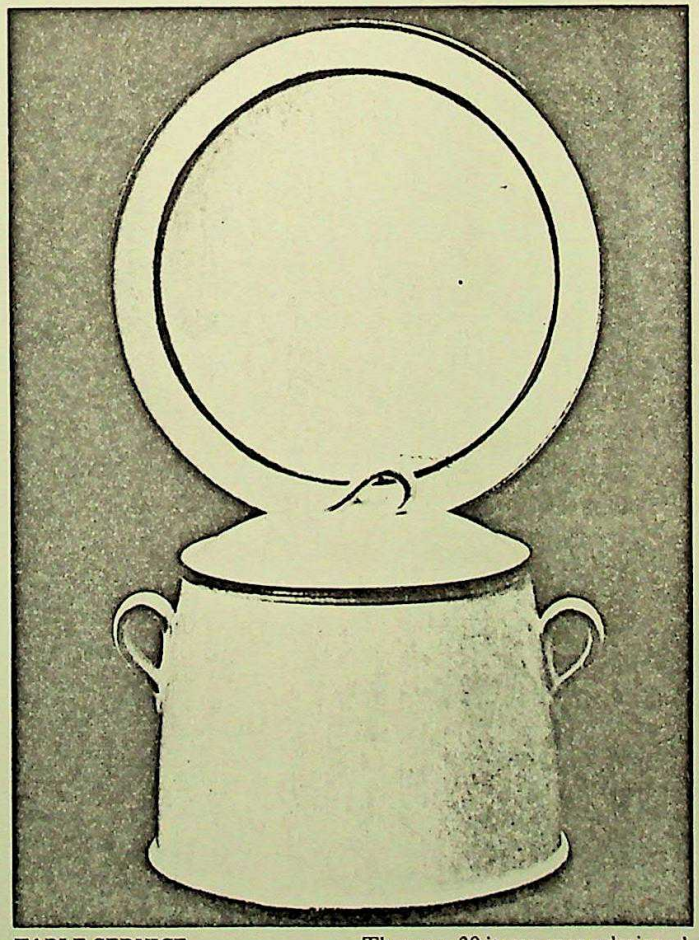
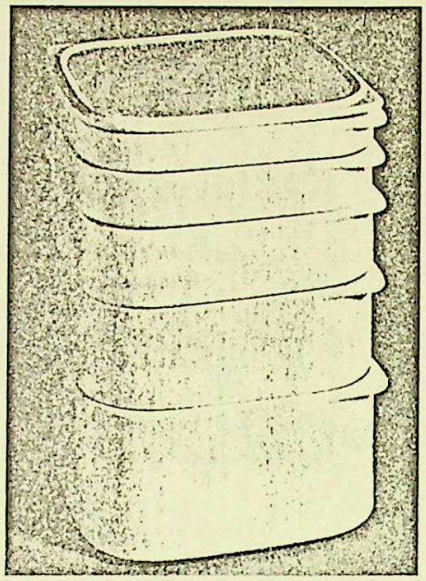


TABLE SERVICE
The Croft oven-to-tableware range, new from Wedgwood this year, is on show at the Design Centre until 26 July. The shape was designed by Richard Brockman and was inspired by a game-pie dish made by the company in 1790. There are 30 items, many designed for multi-purpose use, including dinner, coffee and tea services. As well as the white with brown edge Arctic design there are four other patterns. Prices range from £1 for a 160mm Arctic plate to £11·10 for a 2·55 litre covered stewpot.

Exceeds Goals



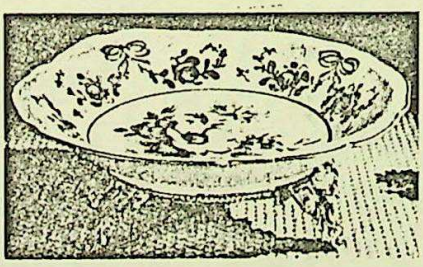
Set of china stacking bowls was one of the 13 prize winners at MACEF.

Modern and traditional both had their place at MACEF. The merging of the two resulted in some patterns which successfully combined both trends. Combinations of florals on modern shapes, new ranges of colors such as "blue jean" and "brown jean" were used by Mancioli in his line. A salmon pink was used by Pagnossini for his boxed table and coffee sets.

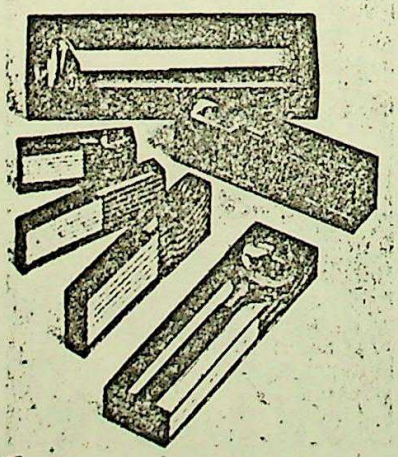
Awards were given to 13 products which were outstanding in design, functionality, presentation and price.

Space continues to be a problem for MACEF. An additional building is expected to open in 1976 where producers of metalware products will be housed.

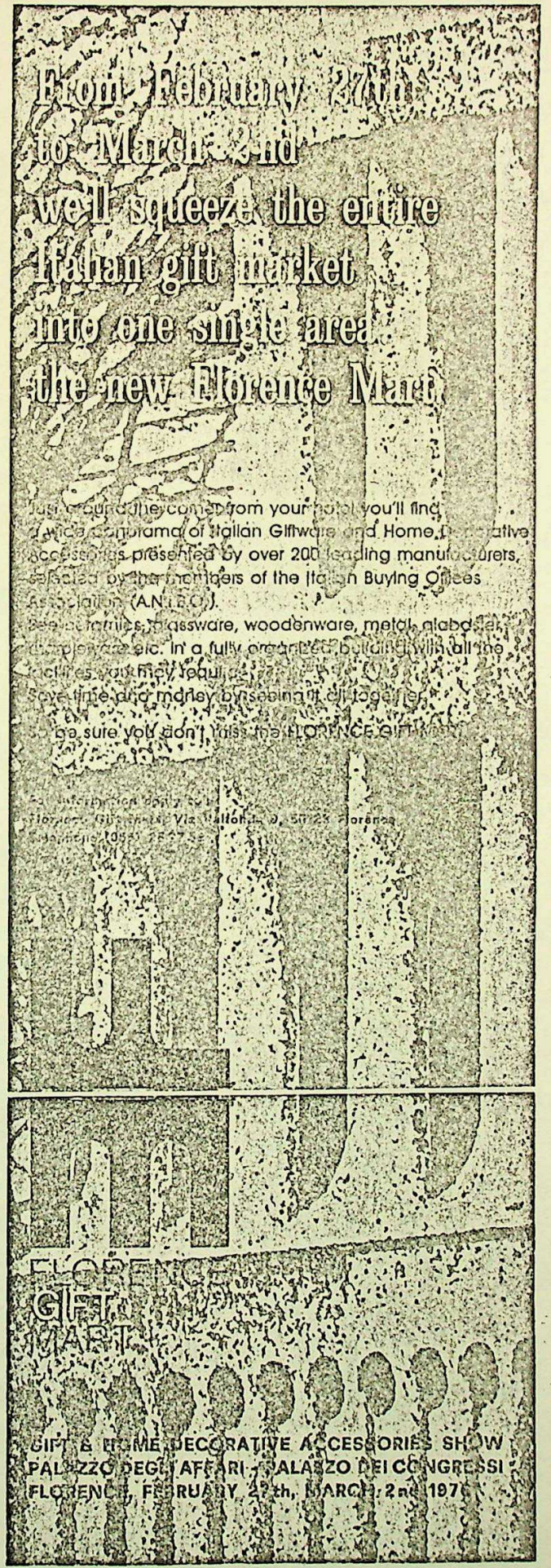
In 1976, the Spring MACEF will be held Feb. 12-16; the Autumn MACEF, Sept. 3-7. —*Georgette Cartigny.*



Footed serving dish by Osvaldo Valizario, Torino.



"Panda," flatware and serving pieces in modern design, manufactured by Al Ma Rose, captured a prize at MACEF.



other copies in D7-3
D7-76 (clearer copy)

D7/A

RIVAL®

OUR LINE JUST TOOK ON BEAUTIFUL NEW DIMENSIONS.

SECTION II
JAN. 16 1978
SUPPLEMENT TO HFD
RETAILING HOME FURNISHINGS

NATURELLES™

NEW NATURELLES 5-PC. STONEWARE OVEN SET

Rival's trend-setting stoneware collection for microwave and conventional cooking.

Naturelles bring the charm of stoneware to versatile baking and serving pieces that go from refrigerator to oven to table. Homemakers love their earthen simplicity. They'll also love the way Naturelles go right in the dishwasher and nest for easy storage, both key selling points.

Naturelles bake, roast, broil, or braise. Thick stoneware keeps food hot or cold for serving. And the durable, glazed finish resists sticking or staining. Round casseroles cook food more evenly than square or oblong shapes, and are superior for microwave cooking. Vented covers provide controlled moisture release.

They're truly today's ovenware, and only Rival has them. Every good cook is a potential customer, and Naturelles offer you the volume/profit mix you're looking for.

Set 4630. 2-quart, 2½ quart, and 3½ quart casseroles with covers.

One to 3½ quart casseroles with covers also available in open stock.

NEW NATURELLES CLAY COOKERS

Rival's created new excitement in wet clay cooking, so you can turn consumer interest into sales.

An international gourmet cooking sensation. Soak the empty clay cooker in water before cooking. Water absorbed by the porous clay creates steam that mingles with natural food juices and cooks to delightfully moist goodness with no added cooking oil or water. What happens? Meats brown naturally, and stay juicy and tender. Vegetables retain their natural colors and nutrients.

Demand for clay cookers is growing every day. Everyone from gourmet cooks to people on fat-free diets love them. And Rival's marketing support for Naturelles will expand your selling and profit potential.

Available in 3 capacities: **Model 4672, 3-5 lb. 4673, 6-9 lb. 4674, 10-14 lb.**

D7/A6538

Supplement to HFD
RIVAL SECTION II, Jan 16, 1978
RETAILING- HOME FURNISHINGS

p. 1

Introducing Rival's new PIZZA·PARLOR™ STONEWARE ELECTRIC PIZZA COOKER

Stoneware takes the spotlight again, with the latest and best idea in pizza cooking.

Frozen or home-made pizza cooks to professional results with high even temperature on Pizza Parlor's stoneware plate. Then the stoneware lifts off to become a cutting and serving platter that holds the heat to keep the pizza piping hot.

Durable, scratch-resistant finish allows cutting right on the stoneware with a knife or pizza wheel. Another unique selling advantage.

Rival's Pizza Parlor is easy-to-clean and dishwasher-safe. Snap-out the heating element, the rest is immersible, even when hot.

More selling features: it's family-sized to hold a 12" homemade or frozen pizza. Yet Pizza Parlor takes only 15" counter space. And it's so versatile. It can be used to heat TV dinners, and frozen convenience foods like French fries, doughnuts, egg rolls, fish sticks and French toast. It warms rolls and taco shells. Even fries eggs. All it needs is an electrical outlet, so it can be used in dormitories, family rooms, and mobile homes. It's an ideal gift item. Makes a better pizza and saves energy, too, because it uses less electricity than a conventional oven.

America loves pizza! And Rival's come up with a naturally better idea for America's pizza lovers: cooking and cutting on stoneware at home just like the neighborhood pizza parlor. That kind of demand, plus a new product with extra selling features, means extra sales for you. Model 4012

NEW DIMENSIONS IN DESIGN FOR YOUR BEST SELLERS

Model 781/782 Click 'n Clean® Can Opener and Can Opener/Knife Sharpener Combination in Almond and Chocolate

Model 787/788 Click 'n Clean® Automatic Can Opener or Can Opener/Knife Sharpener Combination in Almond with Spring Flowers

Model 1038 6½" Slicer in Almond and Chocolate

Model 3150 Crock-Pot® Slow Cooker with Removable Stoneware in Almond with Spring Flowers

Model 3100 Crock-Pot® Slow Cookers in New Fashion Designs

If it isn't a Rival, it isn't a Crock-Pot®.

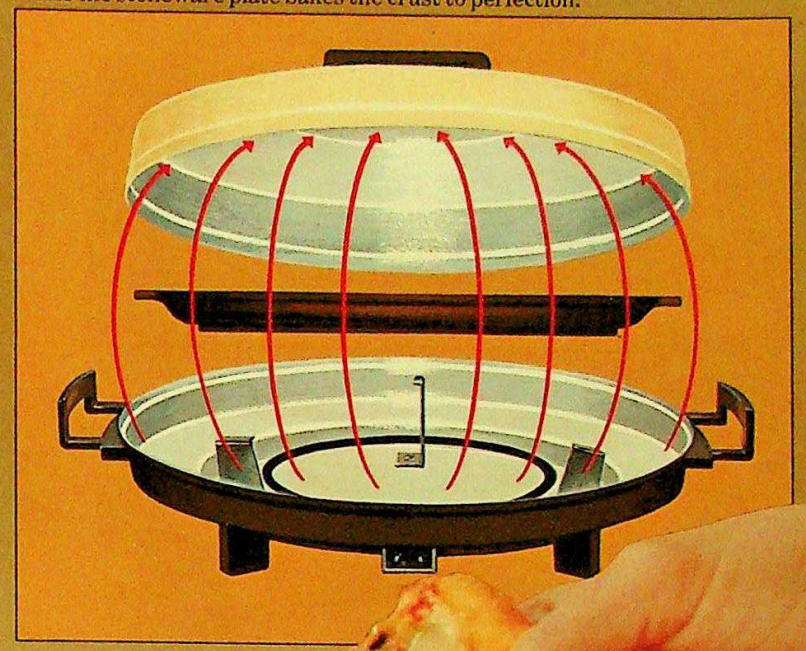
NEW

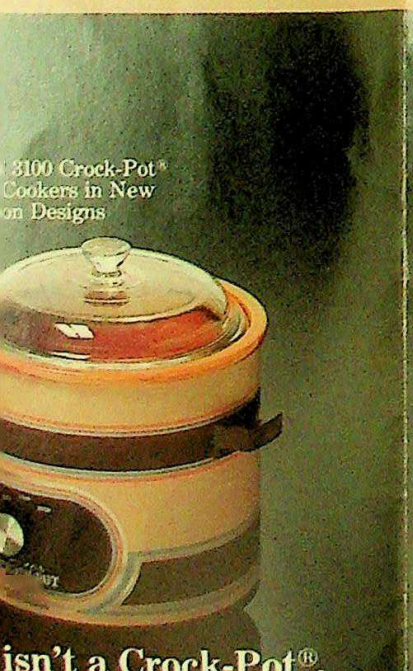
Rival will sup
1978 with a fres
advertising pro
RADIO, full co
MAGAZINES,
major markets.
This multi-mi
geared to your

RIVA

TRAFFIC STOPPER!
Colorful, sale-making package highlights key features, lends appetite appeal.

PERFECT CRUST. PERFECT TOPPING. Only Pizza Parlor browns the cheese topping perfectly, without burning the crust. Air, heated to 450°, circulates up, around and gently back down over the topping while the stoneware plate bakes the crust to perfection.





NEW DIMENSIONS IN ADVERTISING

Rival will support your selling efforts in 1978 with a fresh, full-scale national advertising program via NETWORK TV and RADIO, full color ads in leading consumer MAGAZINES, plus SPOT TV and more in major markets.

This multi-million dollar campaign will be geared to your key selling periods in 1978.

- NETWORK TV
- SPOT TV
- NETWORK RADIO
- NATIONAL CONSUMER MAGAZINES

RIVAL makes things better for you.

OUR LINE JUST TOOK ON RUGGED NEW DIMENSIONS

RIVAL® RELIABLES

FIRESCAPE™

EMERGENCY FIRE LADDER

Now, the dependable Rival name will "Make things better for you" in your home security and safety products department.

Our new fire escape ladder comes in 15 ft. and 25 ft. lengths, for two or three-story buildings. It's built better to sell better with safety features not found on any competitive ladder.

It's an exclusive new design from Rival, thoroughly tested by a major metropolitan fire academy. It comes in a self-selling carton that doubles for home storage and easy access.

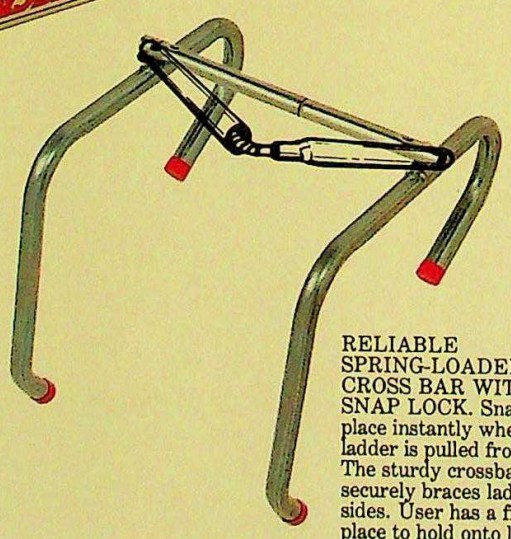
With superior features, it's bound to become **the** big seller, and only Rival has it!

Model 9015, 15 ft. **Model 9025,** 25 ft.

STRONG GALVANIZED STEEL AIRCRAFT-TYPE CABLE FOR MAXIMUM STRENGTH. Continuous loop cable ladder holds over 950 pounds. Cable won't kink or tangle like chain-type ladders.

RELIABLE FLAT RUNGS WITH STAND-OFFS. Exclusive non-slip flat rungs offer safer, more secure footing. And heavy steel stand-offs, welded to rungs, brace the ladder away from the wall. Firescape gives you more and better placed standoffs than other fire ladders. You owe your customers the best in this category, and Rival has it!

RELIABLE SELF-STORING BOX. Punch-out hand grip gives quick access to ladder. Box is brightly marked for visibility and emergency cord can be attached to locate the ladder easily in the dark.



RELIABLE SPRING-LOADED CROSS BAR WITH SNAP LOCK. Snaps into place instantly when ladder is pulled from box. The sturdy crossbar securely braces ladder sides. User has a firm place to hold onto ladder when exiting the building.

IMPORTANT: NOT intended for uses other than emergency evacuation.

RIVAL® makes things better for you.™

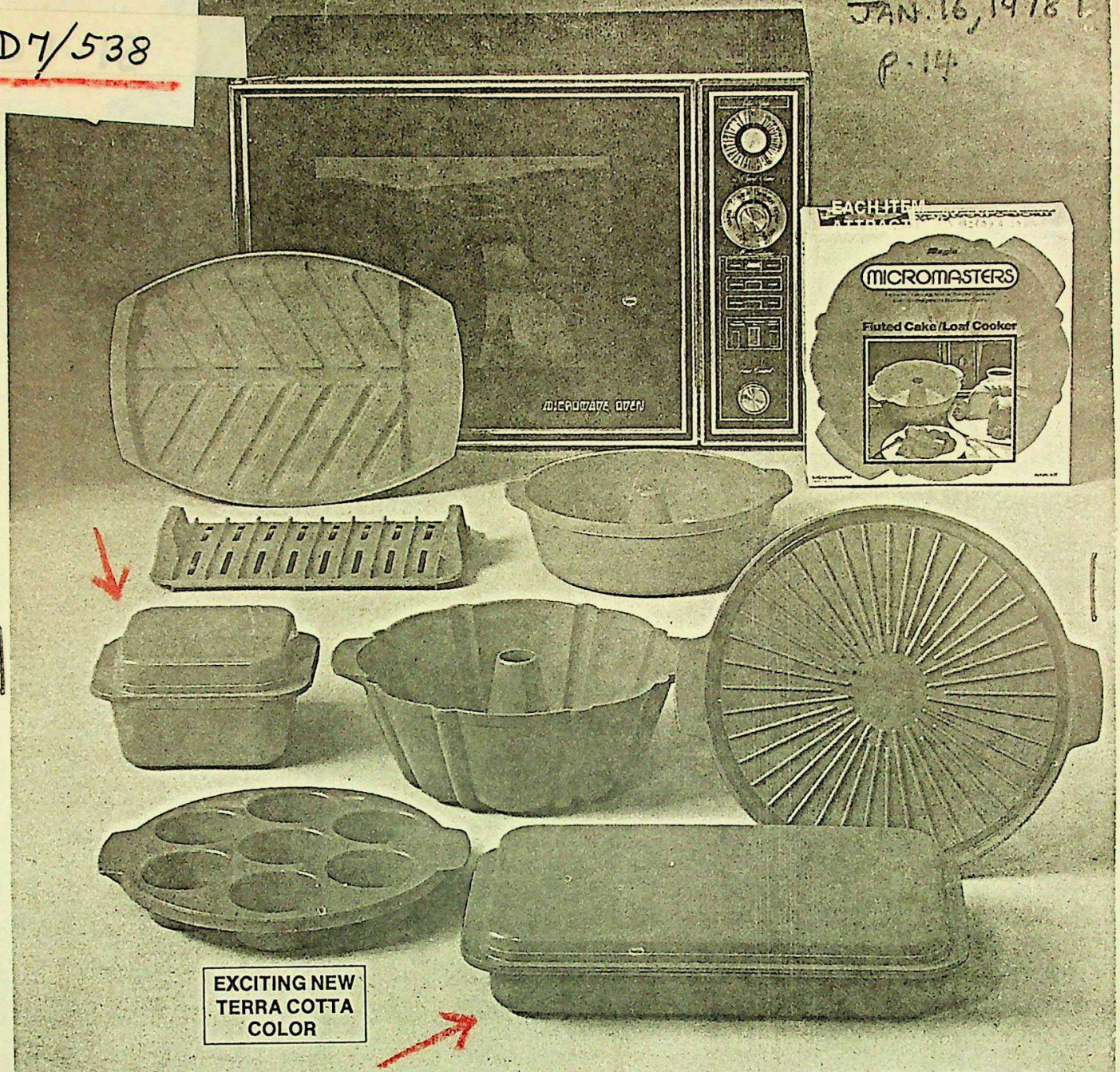
RIVAL MANUFACTURING COMPANY, KANSAS CITY, MISSOURI 64129
IN CANADA: TORONTO, MONTREAL

SEE US AT THE SHOW, BOOTHS 3326/30-3426/30

D7/538

JAN. 16, 1978
P. 14

MICROWAVE OVEN ACCESSORIES



Eagle MICROMASTERS®

8 EXCITING NEW SHAPES—FOR MICROWAVE OVEN USE ONLY
THE ONLY MICROWAVE ACCESSORIES WITH A
5 Year Guarantee

SEE US AT BOOTH No. 5358 **NHMA** SHOW

Eagle Affiliates—An APL Co.—101-01 Avenue D, Brooklyn, N.Y. 11236

D7/354 original in

RETAILING HOME FURNISHINGS
SEC. 3 JAN. 16, 1978
p. 14

Original in D7/354

CAMBRO product news
Number 22
May 20, 1978

D7/538

Publication date 5/78

Cambro's NEW Cam-wear CLEAR ROUND Food Storage Container

Now! See what's inside

- **Clear round containers give instant food recognition.**
- ***Polycarbonate* construction for incredible strength.**

...No more searching through stacked containers—easy visual identification with clear containers and covers.

...No cracking, chipping and breaking with normal use.

...Optional snap-on covers seal tightly to retain moisture and food freshness.

IN STOCK—READY FOR DELIVERY

Code	Size	Std. Pak (doz.)	Ship Wt. per ctn.	List Price per doz.
RFS-CW-2	2 qt.	1	6 lbs.	$32.00
RFS-CW-4	4 qt.	1	10	46.00
RFS-CW-6	6 qt.	1	12	62.00
RFS-CW-8	8 qt.	1	13	72.00
Covers				
RFS-CW-C-2	fits 2 & 4 qt.	1	2½	10.50
RFS-CW-C-6	fits 6 & 8 qt.	1	3	16.50
Color: Clear				

CAMBRO
Huntington Beach, California 92647 • Telephone (714) 848-1555

EXCLUSIVE OCTAGONAL DESIGN ENGINEERE

D7-538

JULY 10, 1978

HFD

SEC. 3

D7-538

PAGE 34

WEST BEND® THE NEW SHAPE O

...where craftsmen still care®

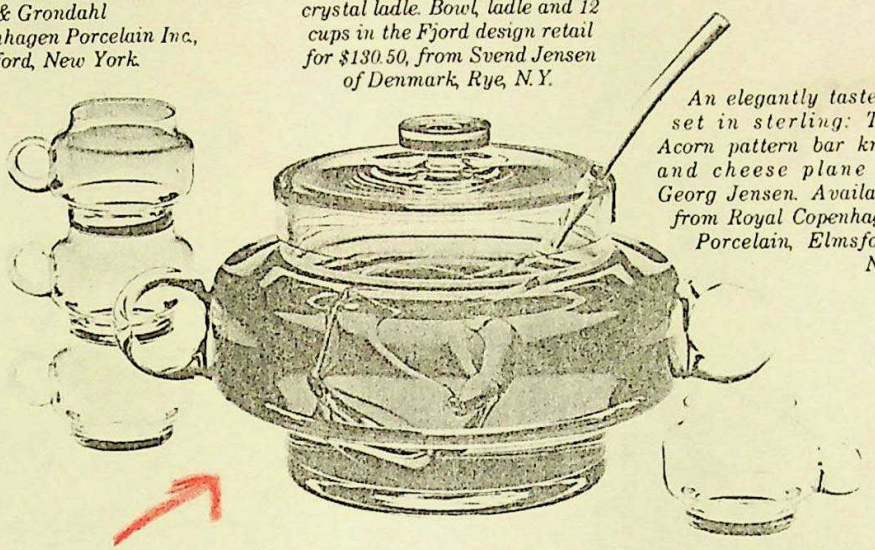
D7/538

JEWELERS' CIRCULAR-KEYSTONE
p. 46
DEC., 1979

MADE IN DENMARK

A hand-painted porcelain owl figurine looks soft as real feathers. The piece stands 10½ in. tall and retails for $450. Bing & Grondahl Copenhagen Porcelain Inc., Elmsford, New York.

This punch set offers more than the standard features: Cups are stackable and the covered lid is notched, to accommodate the crystal ladle. Bowl, ladle and 12 cups in the Fjord design retail for $130.50, from Svend Jensen of Denmark, Rye, N.Y.



An elegantly tasteful set in sterling: The Acorn pattern bar knife and cheese plane by Georg Jensen. Available from Royal Copenhagen Porcelain, Elmsford, N.Y.

National Bridal Service®

America's Leading Stores For Brides...

Retail stores may obtain information by writing to NBS, 3122 West Cary, Richmond, VA 23221 or calling toll free 1-800-446-3980. Registered Bridal Consultant and National Bridal Service are registered trademarks of NBS, Inc. Use without authorization is prohibited.

CAVIAR FOR THE TRADE

Imperial Russian plate, originally made for the Czar. Reproduction in fine porcelain by Vista Alegre. Open stock dinnerware and accessories at ATLANTIC CITY CHINA & GLASS SHOW
Booths 1452-1462

For Connoisseurs by Connoisseurs®

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 D7-538

steady kitchen help

A. Sharp slant knife block. 20% off. Holds 5 knives, sharpening steel. Native American hardwoods. By Tommer Bordein.

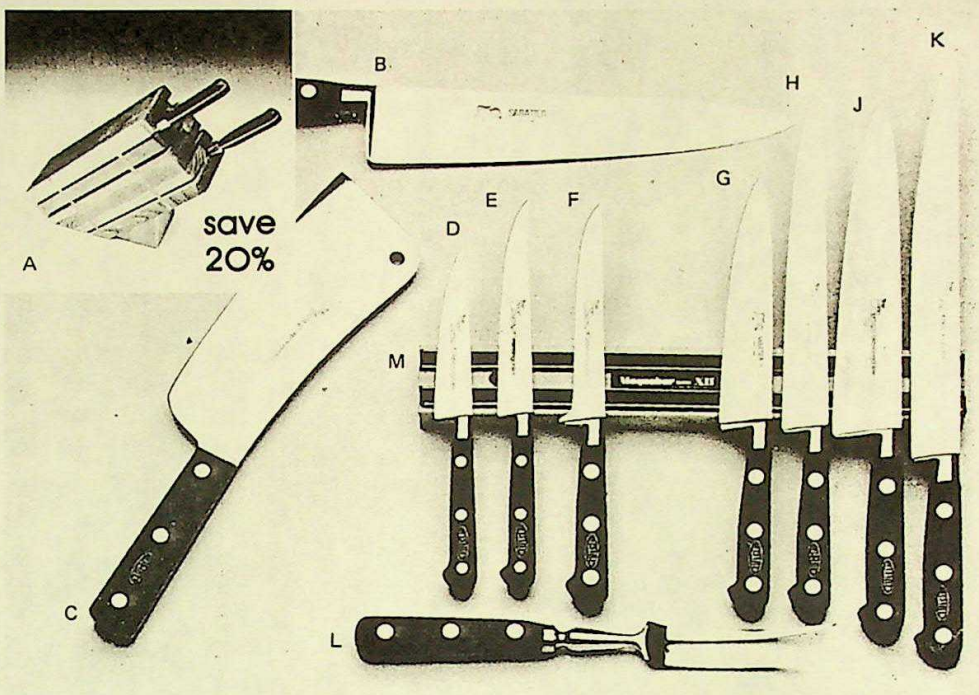
	Reg.	Sale
#2201	25.00	19.95

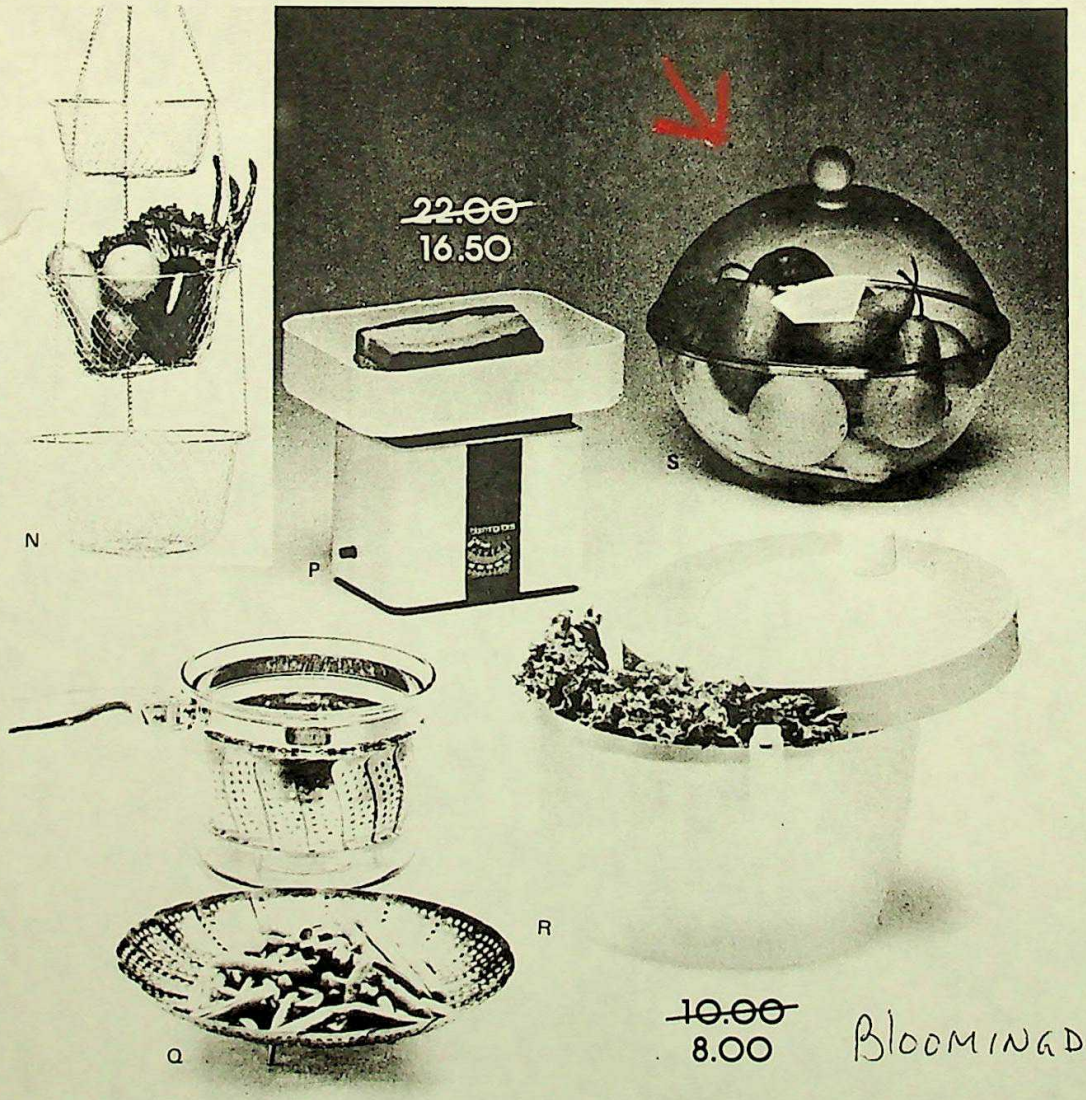
Sabatier from France—the real pro's forged cutlery in high carbon stainless steel. Dishwasher safe.

B. 10" cook, #2202	37.00	29.60
C. 7" cleaver, #2203	19.00	15.20
D. 4" parer, #2204	16.50	13.20
E. 5" utility, #2205	19.00	15.20
F. 5" boner, #2206	21.50	17.20
G. 6" cook, #2207	22.00	17.60
H. 8" slicer, #2208	24.50	19.60
J. 8" cook, #2209	28.50	22.80
K. 10" slicer, #2210	30.00	24.00
L. 6" fork, #2211	33.50	26.80
Also available:		
10" steel, #2212	21.50	17.20

M. Save 20% on our "Magnabar" magnetic knife holder. By Rowoco.

12", #2213	10.00	8.00
18", #2214	12.50	10.00





N. In tiers. Save 20% on this 3-tiered hanging basket and store up fruit, veggies, breads.

	Reg.	Sale
#2215	8.50	6.50

P. bloomie's exclusive scale is ever ready for the weigh-in. Weighs up to 10 lbs. or 4,535 grams. By Terraillon in beige and brown.

#2216	22.00	16.50

Q. Get steamed up and save 25%. Stainless steel, vegetable steamer keeps nutrients and color intact. Fits up to a 9½" diameter saucepan. By Trend.

#2217	4.00	2/6.00

R. Before dressing your salad, crisp it in our salad spinner. Rids shrimp, fruit and veggies of excess moisture. From Hoan in beige plastic at 20% off.

#2218	10.00	8.00

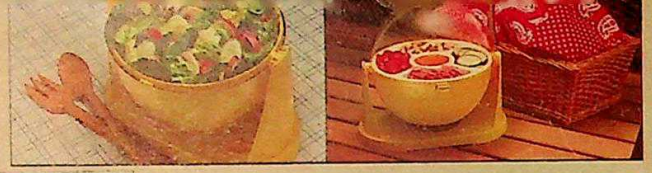
S. Fast fruit ripener based on scientific principles. Save 26% and easily bring market-hard fruits to their natural best. By Jareen.

#2219	13.50	10.00

The Real Pros,
That's Entertainment and
Tools of the Trade
on The Main Course, 6th Floor,
New York. And all our stores
except Scarsdale.

~~10.00~~
8.00

BLOOMINGDALES Feb. 22, 1980



yellow decorator design compliments any table setting.

Send for your Super Dome Salad Bar . . . today!

D7/17

JULY, 1981

p. 153

GOOD HOUSEKEEPING

Dimensions:
Size of bowl—
10¼" Diameter,
4" Deep
Overall size—
Length 12⅛"
Width 10¼"
Height 11¼"

At a super savings.

Mail this order with check or money order for $9.95 each (no cash or stamps please) to:
KRAFT SUPER DOME SALAD BAR OFFER
P.O. BOX 3371, Maple Plains, MN 55348

I have enclosed as proof of purchase two front labels from any size KRAFT French or Thousand Island Dressing. (To remove label, soak empty bottle in warm water for 15 minutes. Remove carefully.)

Please send ____ Kraft Super Dome Salad Bar(s). Enclosed is $_____

Name _____ (Please print)

KRAFT SUPER DOME SALAD BAR

D7/17

JULY, 1981

GOOD HOUSEKEEPING

PAGE 153

City State Zip

KRAFT

(OFFER GOOD WHILE SUPPLY LASTS.)
Please allow 6 to 8 weeks for delivery. This offer good in U.S.A. and APO and FPO addresses only. Void where prohibited, licensed, or otherwise restricted.

The Kraft Super Dome Salad Bar

Covers all your salad needs...

Now, Kraft offers you the exclusive Super Dome Salad Bar—at a savings that's hard to top. A $17.95 value, it's only $9.95 plus 2 labels from any size bottle of KRAFT French Dressing or KRAFT Thousand Island Dressing.

The Kraft Super Dome Salad Bar is perfect for parties, picnics—or anytime! Fill the main chill bowl with ice, and all your favorite salad fixins' stay crisp in the upper sectional serving tray. The chill bowl also doubles as a salad bowl. Just swivel on the plexiglass dome to keep everything fresh and protected—indoors or out—

D7/538

BETTER HOMES & GARDENS

DECEMBER, 1981 p. 612

With Les Pensées Cristal giftware it's better to give than receive. Almost.

cristal d'arques

«Les Pensées Cristal» Gift Collection.

Gifts begin at $15. For catalogue write : J.G. Durand, N.J. 08332.

A NEW TELEVISION DECORATING MAGAZINE SHOW

Better Homes and Gardens Idea Notebook

HOSTED BY DECORATING & REMODELING PROFESSIONAL MARTYN ST. DAVID

Space saver tips...planting shrubs...skylighting...container gardening & fabric stretching...log cabins...slope gardening...herb gardening ...department store designers...hot tubs...picture framing...wall papering...fabric ideas...flooring advice...color schemes... decorating with plants...carpets & painting...vegetable gardening... fences...bathroom facelift...home security...choosing a contractor... organizing closets...furniture arrangement...window treatments... upholstery...planting trees...bathroom storage

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DEC., 1981

BETTER HOMES & GARDENS

PAGE G12

D7/539
OCT. 1982

ALL, GET A PUMPKIN YOU'LL STILL HAVE NEXT FALL.

GLASS PUMPKIN JAR WITH 12 SUGAR COOKIES.
SUGGESTED RETAIL PRICE
$4.49.
(Comparable retail value, $8.58.)

October 1982
Page 214

Just the kind of value you'd expect from Dunkin' Donuts: a handsome and useful glass pumpkin jar from Anchor Hocking® and a dozen delicious sugar cookies. All for less than the jar alone usually costs.

And that's only the beginning of the fun and good food that are waiting at Dunkin' Donuts. We have chocolate-dipped Halloween cookies-on-a-stick, and special reflective trick-or-treat bags. The bag is free with any purchase of our Halloween cookies, and includes $1.88 worth of money-saving coupons.

After the trick-or-treating is done, and for the rest of the season, enjoy Dunkin' Donuts' full line of fresh donuts and baked goods.

Pumpkin jars are available at participating shops from Oct. 3-Oct. 31; Halloween cookies-on-a-stick from Oct. 17-Oct. 31.

All offers are good while supplies last.

Offer not available in Canada.

Good Housekeeping

DUNKIN' DONUTS
It's worth the trip.

"HERE'S MY SECRET FOR PERFECT RICE EVERY TIME. FOOLPROOF MINUTE® RICE."

BRAND

For perfect, fluffy long-grain rice every time, my secret is Foolproof Minute® Rice. Minute Rice can't overcook or undercook ...because it's never boiled. So it's perfectly delicious every time! And Foolproof Minute Rice is the perfect start for lots of delicious rice dishes.

HEART

MERINGUE:
5 egg whites, at room temperature
¼ teaspoon cream of tartar
⅛ teaspoon salt
¾ cup sugar
1 teaspoon almond extract

MOCHA BUTTER CREAM:
1½ cups butter or margarine
1¾ cups confectioners' sugar
5 egg yolks
1 square unsweetened chocolate, melted and cooled
1 tablespoon instant espresso coffee powder
1 tablespoon water

DECORATION:
½ square unsweetened chocolate grated
½ cup sliced blanched almonds, toasted

EARLY IN DAY:

1. Prepare Meringue: Line 2 larg

CAKE LOVERS' COOKBOOK

continued from page 211

ntil golden and top of cake springs ack when lightly touched.

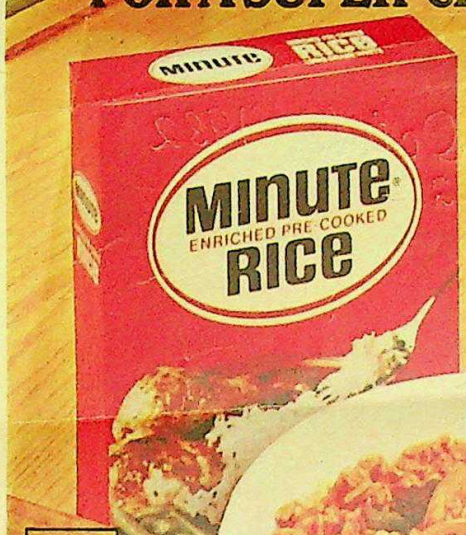
Lightly sprinkle clean cloth towel ith some confectioners' sugar. 'hen cake is done, immediately vert cake onto towel. Carefully eel waxed paper from cake. Start- g at a narrow end, roll cake with wel, jelly-roll fashion. Place cake, am-side down, on wire rack to ol.

When ready to fill cake, unroll ake. Spread top of cake evenly ith lemon curd. Starting at same arrow end, reroll cake without wel. Place cake, seam-side down, n platter.

Prepare Lemon Glaze. Spread aze over cake roll. If you like, gar- sh top of cake with sliced almonds nd cinnamon decors to make flow- s. Refrigerate cake until serving me. Makes 16 servings. 205 calo- es per serving.

EMON GLAZE: In small bowl, ix *1 cup confectioners' sugar, 5 aspoons lemon juice,* and *1 tea- oon lemon peel* until smooth.

"...AND HERE'S MY SECRET RECIPE FOR A SUPER 'CHILI-RICE DINNER.'"



QUICK CHILI-RICE DINNER

Brown ¾ lb. ground beef and ⅓ cup chopped onion. Add 1 tablespoon chili powder, ½ teaspoon dry mustard, 1 package (10 oz.) BIRDS EYE® Sweet Whole Kernel Corn, 1 cup diced green pepper, 1 can (15 oz.) tomato sauce and ½ cup water. Cover; bring to a boil, stir occasionally. Stir in 1 cup MINUTE® Rice. Cover; simmer 5 minutes. Sprinkle with ½ cup shredded cheddar cheese. Makes 4 servings. **Takes only 20 minutes.**

GF GENERAL FOODS

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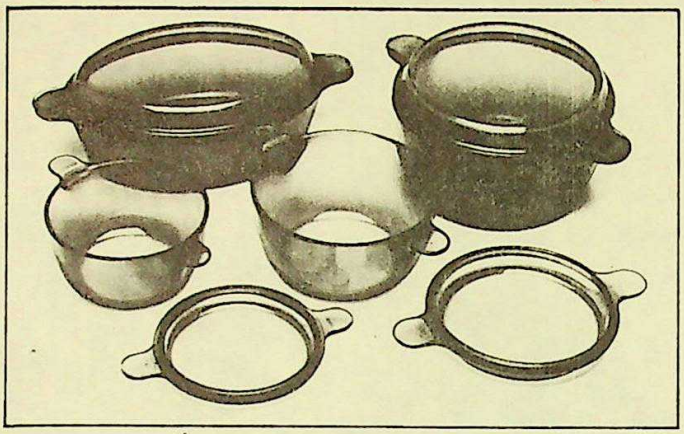
D7/538

NOVEMBER, 1982
TABLEWARE
INTERNATIONAL
p. 19

1



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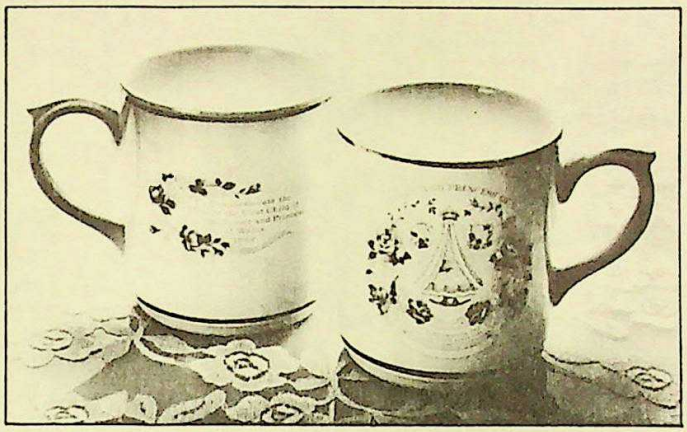

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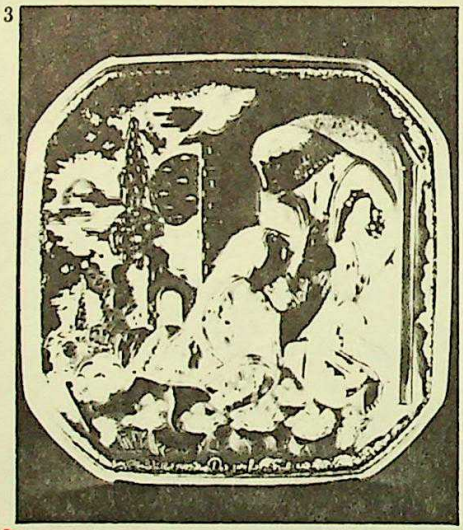

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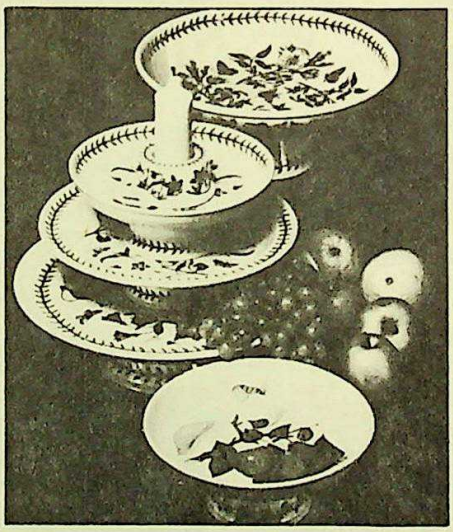

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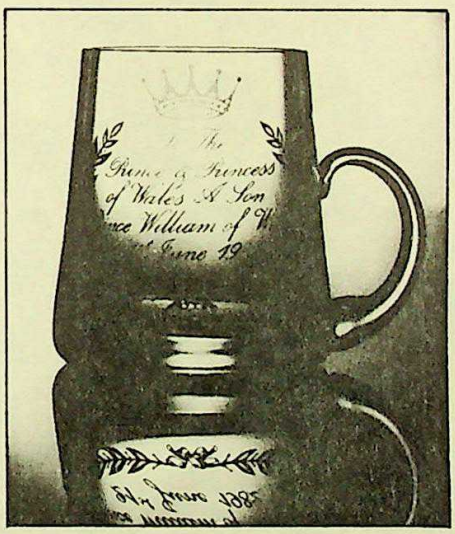

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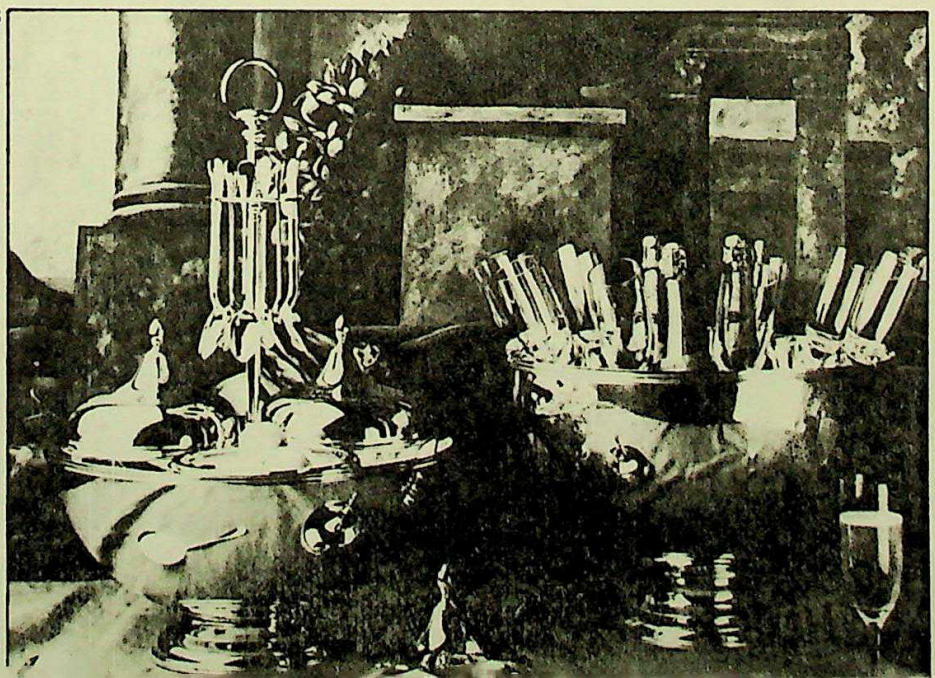


1 Corning has introduced a range of casseroles to complement its existing 'Vision' pans and stewpots. The casseroles can be used on any direct heat source and will go direct from freezer to oven, grill or microwave

2 This mug has been produced by Poole Pottery to mark the birth of Prince William of Wales. Created by Poole's design studio, it depicts a crib surrounded by pink roses, blue ribbons and doves

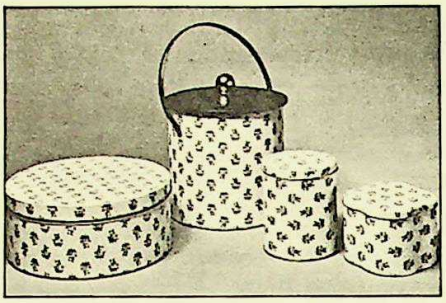
3 Pictured is the first in a series of Rosenthal collectors plates entitled 'Parable in Glass'. Designed by Bjørn Wiinblad, this square glass plate – 'The Return of the Prodigal Son' – is richly decorated with 18ct gold highlights

4 'Party Pieces' is a new collection of four dishes from Portmeirion Potteries which can be used individually or stacked to form tiered displays

5 From Dartington Glass comes this limited edition tankard to commemorate the birth of Prince William of Wales. It is the first in a series of Dartington miniatures

6 ...e Saint-Hilaire has introduced two

1



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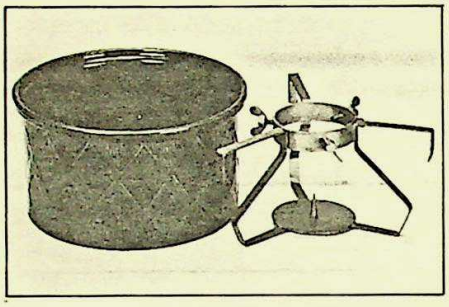

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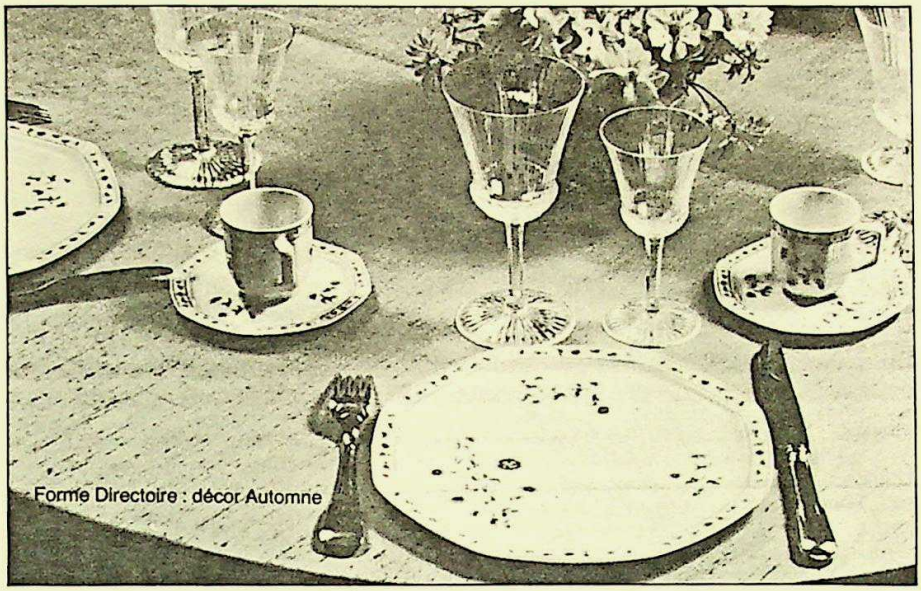

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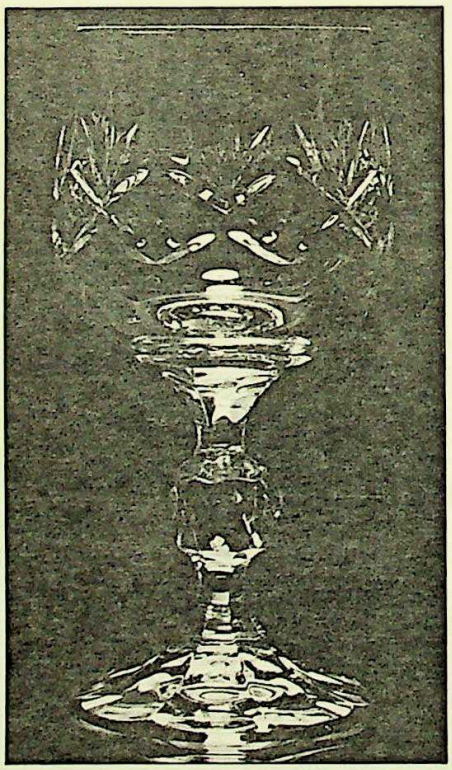

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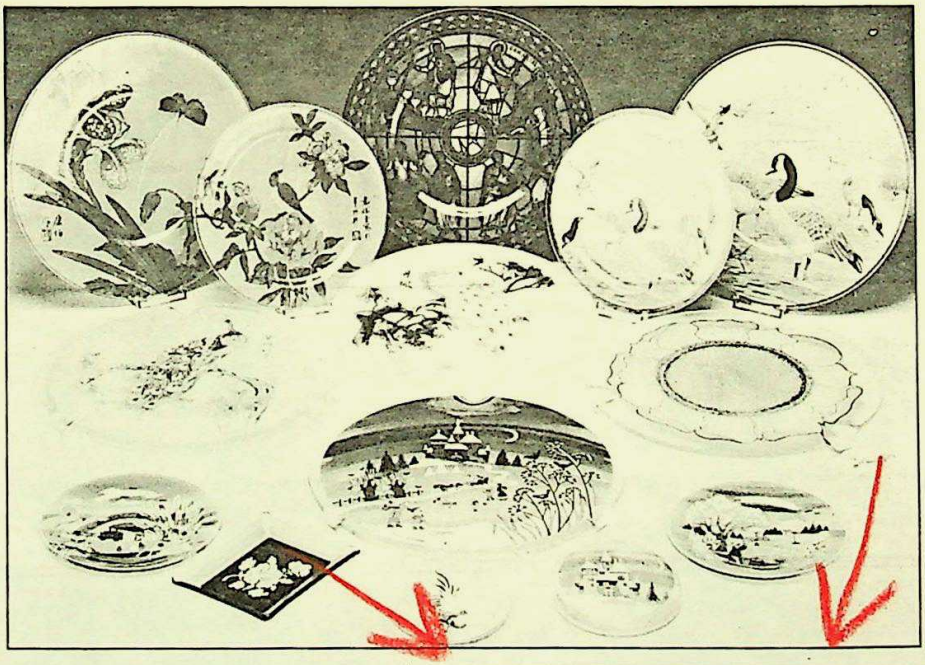

6

1 I D Baret has brought out this fresh Victorian floral design. Consisting of a biscuit barrel, cake tins and two canisters the range is in a new type of mat-silk finish

2 A romantic pattern of flowers decorates this new porcelain ware from Haviland of Limoges in the 'Directoire' shape

3 From Paradom comes this attractive Christmas tree holder. Made in West Germany, it is available in two sizes and is gift boxed

4 Gift-boxed in sets of six this new hand-cut glass is called 'Fanfare'. Recently introduced by Happner from Czechoslavakia, the set comprises liqueurs, sherry, claret, goblet, flute and saucer champagne, three sizes of old-fashioned, tumbler and brandy as well as a round decanter

5 A range of plates, cake stands, coasters and paperweights from Pettis Studio Glass. This firm also specialises in glassware featuring artwork prepared for individual customers

6 Corning Limited has given its famous Pyrex brand a total facelift consisting of three new categories, Pyrex Basics, Pyrex Best of Baking and Corning Microwave. Shown is part of the Spectrum range from Pyrex Basics

"A Tupperware career is a family affair," says Diana Cralle. (see back cover)
D7/538
Tupperware®

Gifts for the Tupperware Party Hostess

Your Tupperware dealer will help you plan a party your friends will enjoy ... and one that offers you beautiful gifts as well. Every Tupperware party hostess receives a valuable Thank You Gift. In addition, hostesses accumulate "stars" as outlined in the Star Chart on page 3. The "stars" may then be redeemed for a wide variety of gifts illustrated in the dealer's Hostess Gift Catalog, or they may be redeemed for Tupperware products.

Based on sales and future datings at your party, you may choose a current Hostess Gift Special. Ask your dealer for details.

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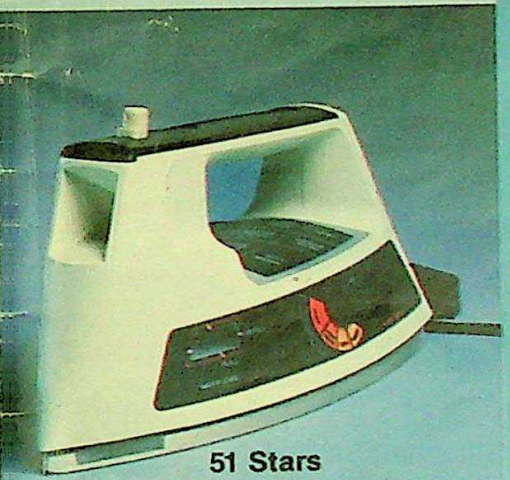
Thank You Gifts and Hostess Gift Specials

The items shown above are representative of gifts offered for having friends attend your Tupperware Party. Ask your dealer about current gift offers.

The "star" gifts shown to the right are examples of other selections from the Hostess Gift Catalog.

24 Stars



51 Stars

63 Stars

Chart Your Stars For Hostess Gifts

SALES	DATINGS							
	0	1	2	3	4	5	6	7
	STARS							
Up to $69	2	5	11	17	23	29	35	41
70 - 79	4	7	13	19	25	31	37	43
80 - 89	6	9	15	21	27	33	39	45
90 - 99	8	11	17	23	29	35	41	47
100 - 109	10	13	19	25	31	37	43	49
110 - 119 (Bonus - 4*)	16	19	25	31	37	43	49	55
120 - 129	18	21	27	33	39	45	51	57
130 - 139	20	23	29	35	41	47	53	59
140 - 149	22	25	31	37	43	49	55	61
150 - 159	24	27	33	39	45	51	57	63
160 - 169	26	29	35	41	47	53	59	65
170 - 179	28	31	37	43	49	55	61	67
180 - 189	30	33	39	45	51	57	63	69
190 - 199	32	35	41	47	53	59	65	71
200 - 209	34	37	43	49	55	61	67	73
210 - 219 (Bonus - 5*)	41	44	50	56	62	68	74	80
220 - 229	43	46	52	58	64	70	76	82
230 - 239	45	48	54	60	66	72	78	84
240 - 249	47	50	56	62	68	74	80	86
250 - 259	49	52	58	64	70	76	82	88
260 - 269	51	54	60	66	72	78	84	90
270 - 279	53	56	62	68	74	80	86	92
280 - 289	55	58	64	70	76	82	88	94
290 - 299	57	60	66	72	78	84	90	96
300 - 309	59	62	68	74	80	86	92	98
310 - 319 (Bonus - 6*)	67	70	76	82	88	94	100	106
410 - 419 (Bonus - 7*)	94	97	103	109	115	121	127	133
510 - 519 (Bonus - 8*)	122	125	131	137	143	149	155	161
610 - 619 Bonus - 9*)	151	154	160	166	172	178	184	190

Attendance Bonus: Hostess receives 5 star bonus for ten or more in attendance, except when Hostess Gift "Special" is selected.

Tupperware and Tuppercraft FULL LIFETIME WARRANTY

Tupperware brand products are guaranteed by Tupperware Home Parties against chipping, cracking, breaking or peeling under normal non-commercial use for the lifetime of the product. Please call your Tupperware dealer or distributor for free replacement. If, due to unavailability, actual product replacement cannot be made, comparable product replacement will be made, or credit toward future purchases of Tupperware brand products or a full purchase price refund will be given.

Tupperware distributors are listed in the telephone directory White Pages under "Tupperware Home Parties." If no distributorship listing appears in your area directory, please write to Tupperware Home Parties, Customer Relations Department, P.O. Box 2353, Orlando, Florida 32802.

This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

LIMITED WARRANTY

Tuppercraft time-release plant nutrient is warranted to contain the ingredients and amounts listed on the nutrient container.

There's Always Something New at a Tupperware Party

New products like the Velveeta™ Keeper, new ideas, and even new recipes like the Quick Chili Dip recipe below, await you at a Tupperware Party.

Velveeta™ Keeper

VELVEETA is a trademark of KRAFT, INC.

(See page 18)

Prices in this catalog are suggested retail.

Quick Chili Dip

¾ lb. VELVEETA® Pasteurized Process Cheese Spread, cubed
1 15-oz. can chili

Combine chili and process cheese spread. Stir over low heat until process cheese spread is melted. Serve hot with corn or tortilla chips. 2¾ cups.

Available Colors

A10

Available Colors

A22

Available Colors

A25

Tupperware canisters

A10 Decorator Canister Set
Capacities: Large — 17 cups, holds 5 lbs. flour; medium — 12 cups, holds 5 lbs. sugar; small — 8 cups, 2 lbs. flour or 100 tea bags; junior — 5 cups, store 2 lbs. brown or 1 lb. confectioner's sugar. Instant Seals. Daffodil, tangerine or brown. Set of four. $18.98

A22 Stacking Canister
Holds 8 cups. Store 2 lbs. flour or 4 lbs. sugar. Instant Seal. Buy several and stack to conserve space. Daffodil, tangerine or brown. $5.69 Ea.

A25 Maxi-Canister
Store large quantities of snacks. Holds 25 cups. Instant Seal. Daffodil, tangerine or brown. $9.98 Ea.

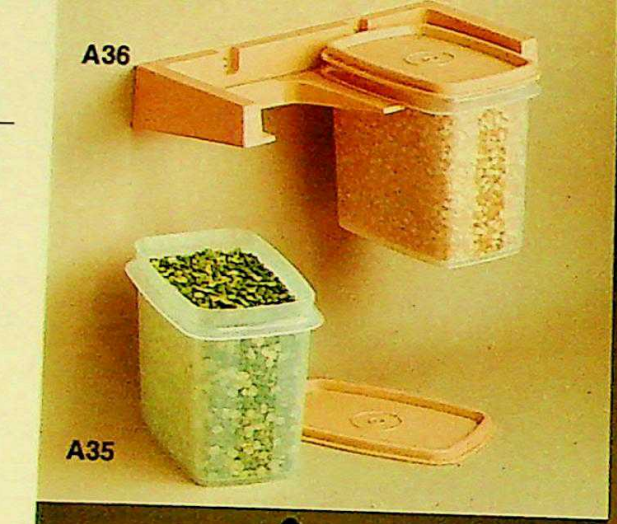
Tupperware canisters

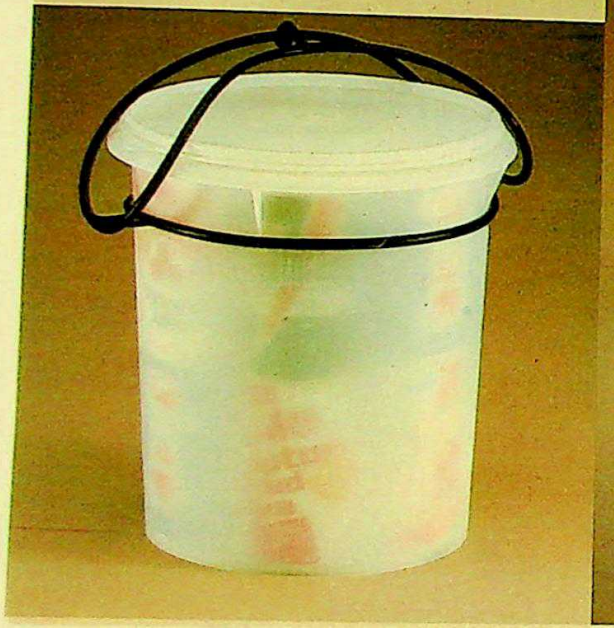
A35 Classic Sheer® Shelf Savers® Set
Each holds 3½ cups (28 oz.). Store in Shelf Savers Rack, cabinets or in refrigerator door. Wheat Seals. Set of two. $6.39

A36 Shelf Savers Rack
Holds Shelf Savers Set. Attaches to wall or under cabinet. $2.98 Ea.

A40 Giant Canister
Holds 36 cups (9 qts.) of liquid or 10 lbs. flour. Classic Round Seal. $9.89 Ea.

A41 Cariolier® Handle
For Giant Canister. $1.29 Ea.





Crusty Cheese Bread

French bread slices
Parkay margarine, melted
Kraft grated parmesan cheese

Brush one side of bread slices with margarine; sprinkle with cheese. Bake on ungreased cookie sheet, at 400,° 10 minutes.

Tupperware canisters

A65 Classic Sheer® Econo Canister®
Holds 20 cups. "See through" container with wheat Seal. $6.29 Ea.

A70 Classic Sheer 3-piece Canister Set
Capacities: large — 14 cups; medium — 10 cups; small — 7 cups. Sold only as set of three. $10.98

A75 Classic Sheer 20-oz. Canister Set
Each canister holds 20 oz. (2½ cups). Set of three. $5.39

A85 Classic Sheer Jr. Canister Set
Small canister holds 5 cups. Large canister holds 7 cups. Set of two. $5.39

Rye Lace

Party rye bread, thinly sliced
Parkay margarine, melted

Place bread on ungreased cookie sheet; brush with margarine. Bake at 325,° 10 minutes or until lightly browned. Cool. Store in a Classic Sheer Canister.

Tupperware modular mates™ series

The Modular Mates Series features Classic Sheer® containers with poppy colored Seals. Containers have polished windows to improve clarity and stack to conserve space.

B10 Modular Mates Round 1 Set
Holds 7 oz. Set of two. $2.69

B15 Modular Mates Round 2 Set
Holds 15 oz. Set of two. $3.39

B25 Modular Mates Oval 1
Capacity 2 cups. $2.98 Ea.

B30 Modular Mates Oval 2
Capacity 4¾ cups. $3.49 Ea.

B35 Modular Mates Oval 3
Capacity 7¼ cups. $4.39 Ea.

B40 Modular Mates Oval 4
Capacity 9¾ cups. $4.98 Ea.

B45 Modular Mates Oval 5
Capacity 12¼ cups. $6.69 Ea.

Tupperware modular mates™ series

B60 Modular Mates Square 2
Capacity 11 cups. $6.89 Ea.

B65 Modular Mates Square 3
Capacity 17 cups. $8.29 Ea.

B70 Modular Mates Square 4
Capacity 23 cups. $9.69 Ea.

B80 Modular Mates Rectangular 1
Capacity 8½ cups. $7.49 Ea.

B85 Modular Mates Rectangular 2
Capacity 18 cups. $8.99 Ea.

California Trail Mix

1½ c. Kraft miniature marshmallows
1 c. dried apricots
½ c. raisins
½ c. coconut
½ c. nuts
¼ c. sunflower seed kernels

Combine ingredients; mix lightly. Store in Modular Mates™ container.

Tupperware ultra clear™ series

Counterparts® Containers feature Push-Button Seals and trim in a choice of burnt orange or almond.

C10 Counterparts Container I
Capacity 2¼ cups. $5.59 Ea.

C20 Counterparts Container II
Capacity 3¾ cups. $7.69 Ea.

C30 Counterparts Container III
Capacity 6¼ cups. $10.98 Ea.

C40 Counterparts Container IV
Capacity 10 cups. $11.98 Ea.

C50 Counterparts Container V
Capacity 7 cups. $9.98 Ea.

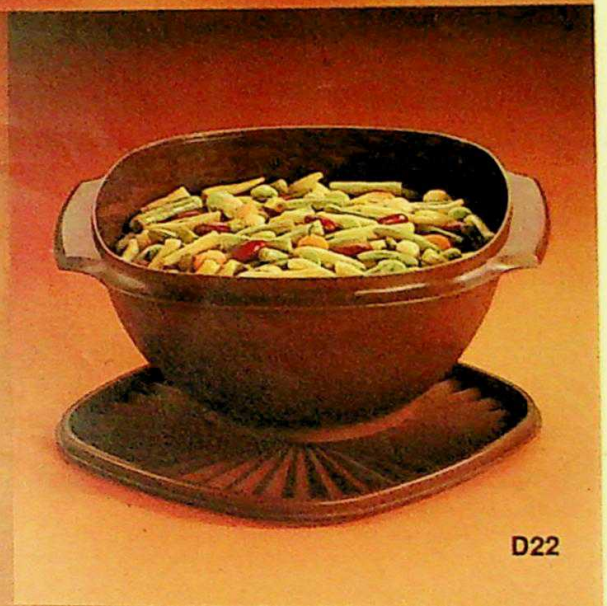
C60 Counterparts Container VI
Capacity 13½ cups. $12.98 Ea.

Note: Spices and spiced teas contain essential oils which can damage the Counterparts Containers. Hand washing and drying are recommended.

Mini Nut Mix

Kraft miniature marshmallows
Raisins or chopped dried fruit
Peanuts or mixed nuts

Combine ingredients; toss lightly. Store in Counterparts container.



Tupperware bowls

D5 10-oz. Servalier® Set
One each lemon, lime, burnt orange and brown. Each holds 10 oz. (1¼ cups). Instant Seals. Set of four. $8.39

D10 20-oz. Servalier Set
One each lemon, lime and burnt orange. 20 oz. (2½ cups) capacity. Instant Seals. Set of three. $7.39

D20 Servalier Bowl Set
Lime bowl — ¾ qt. (3 cups); burnt orange bowl — 1 qt. (4 cups); lemon bowl — 2 qts. (8 cups). Instant Seals. Set of three. $13.98

D22 Large Servalier Bowl
Brown bowl holds 2¾ qts. (11 cups). Instant Seal. $6.59 Ea.

Caution: Tupperware brand products are not guaranteed for use in microwave ovens. Foods, particularly those with high fat or sugar content, become very hot and could cause warping or melting.

Tupperware bowls

D35 Wonderlier® Bowl Set
Convenient size bowls with Classic Round Seals. Maize – ¾ qt. (3 cups); butterscotch – 1 qt. (4 cups); paprika – 2 qt. (8 cups); cranberry – 3 qts. (12 cups). Set of four. $11.98

D55 Fix-N-Mix® Bowl
Maize colored bowl holds 6½ qts. (26 cups). 12" in diameter. Seal included. $9.89 Ea.

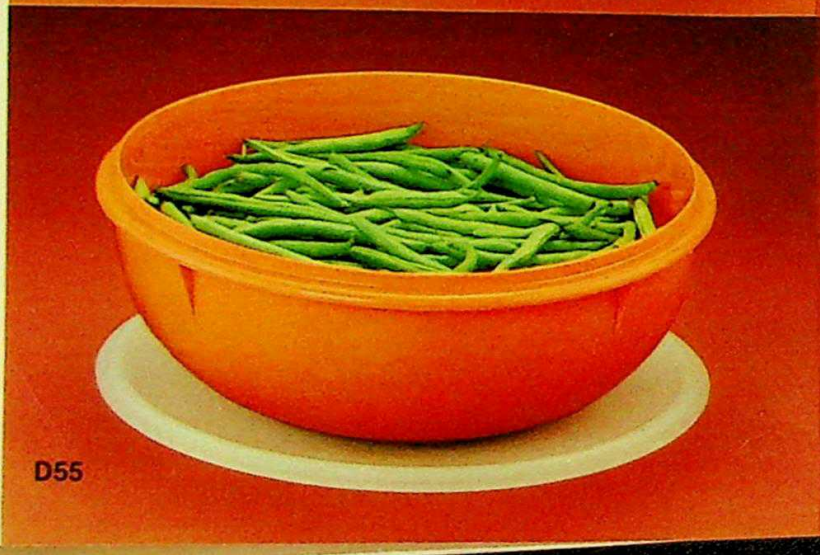
D65 Cereal Bowl Set
One each, maize, butterscotch, paprika and cranberry. Each holds ½ qt. (2 cups). Seals included. Set of four. $5.98

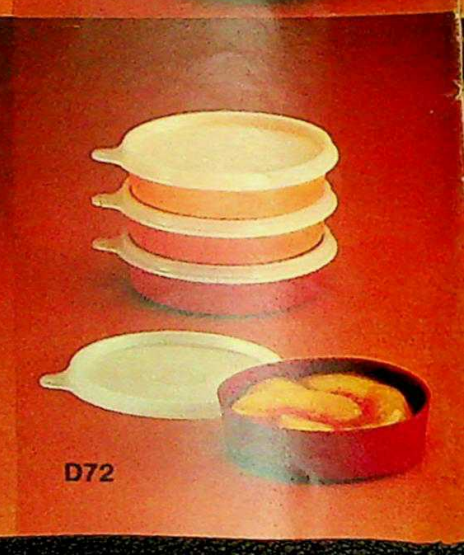
D72 Little Wonders™ Set
Each holds 6 ozs. (¾ cup). One each, maize, butterscotch, paprika and cranberry. Seals included. Set of four. $5.29

Mexi Bean Salad

1 16-oz. can kidney beans, drained
½ c. celery slices
¼ c. chopped sweet pickles
¼ c. Kraft French dressing

Combine ingredients in Servalier® Bowl; mix lightly. Seal bowl. Chill several hours.





bowls

D75 Big Wonders™ Set
Maize, butterscotch, paprika and cranberry containers with Seals. Each holds 16 ozs. (2 cups). Set of four. $7.69

D85 Mixing Bowl Set
Butterscotch — 1 qt. (4 cups); paprika — 2 qt. (8 cups). Seals included. Set of two. $6.98

D87 Large Mixing Bowl
Maize colored bowl with Seal. Holds 3 qts. (12 cups). $5.69 Ea.

D95 Classic Sheer® Refrigerator Bowls
1¾ cup containers with wheat Classic Round Seals. Set of three. $4.39

Egg Salad

3 hard-cooked eggs, finely chopped
½ tsp. Kraft prepared mustard
¼ tsp. salt
Dash of pepper
Kraft mayonnaise

In Mixing Bowl, combine all ingredients with enough mayonnaise to moisten; mix lightly. Store in sealed bowl.

Tupperware tumblers & mugs

E10 Bell Tumblers
One each blue, orange, green and yellow with textured surface. Capacity 7 oz. Set of four. $2.98

Tumblers in multi-color sets of lemon, lime, burnt orange and brown. Textured surface and weighted bases.

E13 6-oz. Tumblers
Set of four. $4.39

E17 12-oz. Tumblers
Set of four. $4.98

Sunshine Refresher

3 c. Kraft pure 100% un-sweetened pasteurized orange juice
1 c. Kraft marshmallow creme
4 eggs

Combine ¼ cup juice and marshmallow creme in electric blender container or mixer; blend until smooth. Add remaining juice and eggs; beat until foamy. Serve in Tupperware Tumblers garnished with orange slices.

Tupperware tumblers & mugs

E19 18-oz. Tumblers
Set of four. $5.98

E21 Sipper Seal™ Set
Three drinking/sipping Seals that fit Bell, 12-oz. or 16-oz. Tumblers. Helps minimize spills. $1.39 Set

E31 Seals
For 6-oz. Tumblers. Set of four. 79¢

E33 Seals
For Bell and 12-oz. Tumblers. Set of four. 89¢

E35 Seals
For 18-oz. Tumblers. Set of four. 98¢

E50 16-oz. Pastel Tumblers
In set of six pastel colors. $4.98

E51 Seals
For 16-oz. Pastel Tumblers. Set of six. $1.29

E70 Multi-Mugs® Set
Stackable, textured mugs with matching coaster/covers. Holds 9 oz. (1⅛ cups). Set of four. $9.59

beverage servers

F30 1-Gallon Pitcher
Push-Button Seal adjusts easily for storage or pouring. Burnt orange or brown. $11.98 Ea.

F35 2-qt. Pitcher
Push-Button Seal with two-stop position. Textured surface in burnt orange or brown. $7.49 Ea.

F40 Go Between™ Pitcher
48-oz. pitcher fits between refrigerator shelves. Push-Button Seal adjusts for storing or pouring. Textured surface in burnt orange or brown. $6.59 Ea.

F50 2-qt. Beverage Container
Drip-free spout with hinged cap and handle. $5.79 Ea.

Caution: Allow hot beverages to cool before handling container or applying Seal.

Available Colors
F35

F50

Available Colors
F30

Available Colors
F40

Tupperware bread & cereal containers

G20 Jumbo Bread Server
Inside dimensions: 13⅜" × 5⅜" × 4¾". $7.39 Ea.

G25 Loaf Keeper
Rigid almond container with natural domed Seal. Inside dimensions: 9½" × 4¾" × 4½". $7.29 Ea.

G35 Saltine Saver
Holds 1 lb. package of saltines, either square or tube pack. Inside dimensions: 4¾" square top, 4⅜" square bottom × 9½". $6.79 Ea.

G40 Square-Keeper® Container
Inside dimensions: 11½" × 11½" × 5⅛". $9.89 Ea.

G50 Classic Sheer® Cereal Storer
Large hinged pouring spout. Holds standard box of flake cereal. $4.98 Ea.

G55 Super Cereal Storer
For large, economy sized packages of cereal. $7.98 Ea.

meat & dairy keepers

All, except Velveeta™ Keeper, feature paprika colored bases and natural Seals.

H30 Velveeta™ Keeper
Holds 2 lb. loaf of VELVEETA® Pasteurized Process Cheese Spread. Removable tray marked to designate ¼ lb. segments. Almond with natural Seal. $5.98 Ea.

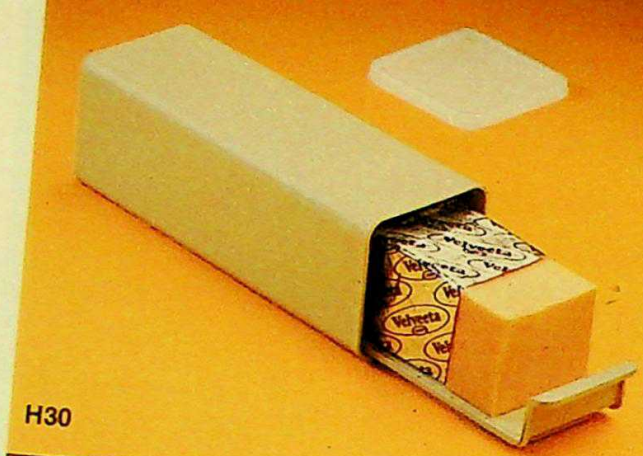
H35 Deli-Keeper Set
Inside dimensions: 8⅝" × 4¾" × 1¼". Set of two. $7.39

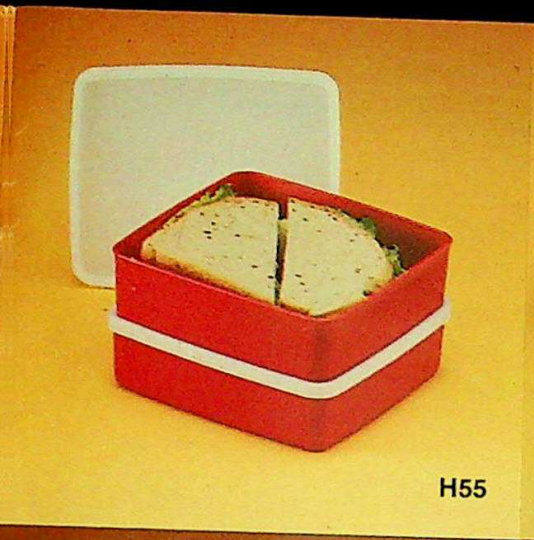
H40 Cold Cut Keeper
Inside dimensions: 12⅝" × 8¼" × 2¼". $6.79 Ea.

H45 Season-Serve® Container
Marinate food by inverting container. Grid in base and Seal. Inside dimensions: 11" × 9" × 4". $10.98 Ea.

H50 Jr. Season-Serve Container
Smaller version of H45 Season-Serve container. Inside dimensions: 8¾" × 6¾" × 2½". $7.69 Ea.

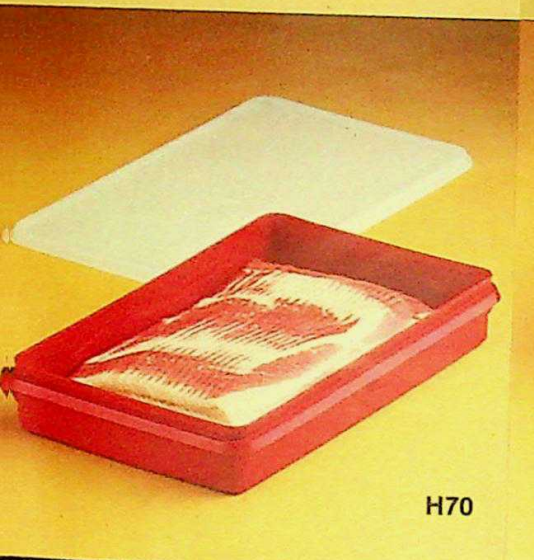
VELVEETA is a trademark of KRAFT, INC.





H55

H60



H70

H74

Tupperware meat & dairy keepers

H55 Large Square-A-Way® Set
Inside dimensions: 5½" × 5¾" × 1¾". Set of two. $5.79

H60 Snack-Stor® Container
Inside dimensions: 8½" × 8½" × 2⅝". $4.98 Ea.

H70 Bacon Keeper
Stores 2 lbs. of bacon. Inside dimensions: 10¾" × 6¼" × 1½". $4.98 Ea.

H74 Flavor Saver® Container
Helps retain the freshness and flavor of cooked meats and poultry. Convenient lift-out tray. Capacity: 6 to 7 lb. ham; 8 to 9 lb. turkey. $11.98 Ea.

Shrimp Italiano

1 8-oz. bottle Kraft Italian dressing
2 c. (12 ozs.) cleaned cooked shrimp
1 c. pitted ripe olives

Place shrimp and olives in Jr. Season-Serve® container; cover with dressing. Seal; marinate in refrigerator several hours, inverting container occasionally. Drain. Serve with picks.

Tupperware fresh vegetable containers

J20 Crisp-It® Container
Special lettuce holder replaces lettuce core. 2-qt. bowl with domed Seal. $4.39 Ea.

J25 Super Crisp-It Container
Larger version of Crisp-It container. 3-qt. bowl. $6.29 Ea.

J30 Easy Crisp® Container
Special grid stores food above moisture. $7.98 Ea.

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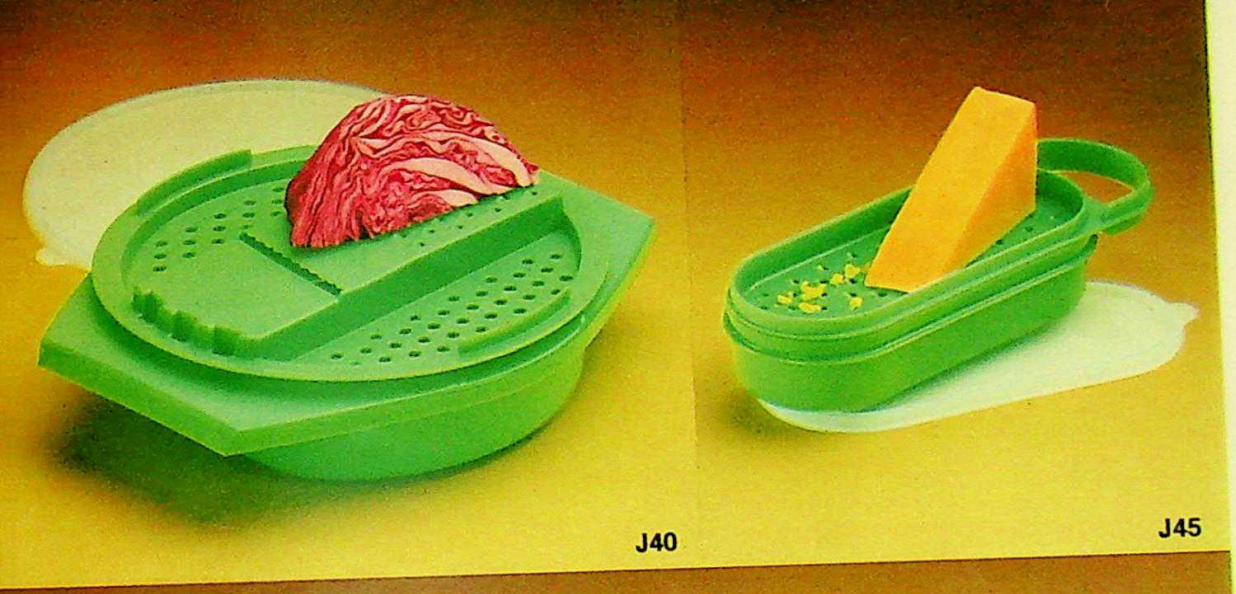

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Tupperware fresh vegetable containers

J40 Grater Bowl
Slices, shreds, minces or grates into 2-qt. bowl. Seal lets you store in bowl. $8.19 Ea.

J45 Handy Grater
2-cup oval bowl, Seal and reversible grater with handle. For grating hard cheeses, coarse or fine. $5.59 Ea.

Sun Country Coleslaw

2 c. shredded red cabbage
2 c. shredded green cabbage
1½ c. red grape halves, seeded
1 c. celery slices
1 c. Kraft miniature marshmallows
¾ c. Kraft real mayonnaise

Combine ingredients in Tupperware bowl; mix lightly. Seal and chill. 4 to 6 servings.

Tupperware buffet service

K20 Egg Tray
Serve 16 deviled egg halves or whole eggs. Gold tray has two removable inserts. Seal keeps food fresh. $8.49 Ea.

K25 Oriental Bowls
Multi-colored bowls feature distinctive Oriental design and Duo-Seal® closures. Each bowl holds 12 ozs. (1½ cups). Set of four. $8.59

K35 Serving Center
Almond server with domed cover. Six 1¼ cup compartments encircle a removable 14-oz. container with Seal. $19.98 Ea.

K37 Mini Ice Bucket
Brown server with almond cover. Holds 48 ice wedges. $4.39 Ea.

K38 Mini Ice Wedges
Each tray makes eight ice wedges. Set of two. $3.79

K20

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K37

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K45

K47

K50

Tupperware buffet service

K40 Divided Serving Dish
Removable strainer insert drains liquid from food. Insert divider to serve two foods. Dish holds 1½ qts. With divider, each section holds 10 oz. $9.79 Ea.

K45 Multi-Server® Container
Removable strainer insert drains liquid from food. Holds approximately 2½ qts. with strainer, 3 qts. without strainer. $8.98 Ea.

K47 Dining Tray
Four compartments hold utensils and servingware or serve food directly on the tray. Stackable tray 9" × 15" × 1". $4.98 Ea.

K50 Suzette® Tray
Has 3 sections, removable handle and Seal for storage. $4.39 Ea.

Eastern Curry Dip

½ c. Miracle Whip salad dressing
½ c. dairy sour cream
¼ c. green onion slices
½ tsp. curry powder

Combine ingredients; mix well. Chill. Serve in Serving Center surrounded with vegetable dippers.

Tupperware buffet service

K55 Chees-N-Butter Keeper
Holds two ¼ lb. sticks of butter or 8-oz. package of cream cheese. $3.49 Ea.

K57 Sugar and Creamer Set
Push-Button Seal for storing or pouring. Each holds 1¼ cups. $7.69 Set

K60 Salt and Pepper Set
Cover turns to small holes for shaking or closed for storage. $4.19 Set

K65 Decorator Salad Set
10" gold family/party size salad bowl with Instant Seal, six bowls and two forks. $15.98 Set

Hawaiian Spread

1 8-oz. container soft Philadelphia Brand cream cheese
2 tbsp. Kraft pineapple preserves
⅓ c. flaked coconut

Combine cream cheese and preserves, mixing until well blended. Add coconut; mix well. Chill. Serve in Serving Center with party crackers.

Tupperware buffet service

K59 Luncheon Plates
One each, lemon, lime, burnt orange and brown. 8″ square. Set of four. $7.98

K80 Small Seal-N-Serve® Set
Features Duo-Seal® closure that can be used as a plate. Bowl capacity 18 oz. (2¼ cups). One each, lemon, lime, burnt orange and brown. Set of four. $10.98

K90 Stacking Bowls
Bowl capacity 16 oz. (2 cups). One each, lemon, lime, burnt orange and brown. Set of four. $7.98

K91 Seals for Stacking Bowls
Set of four. $2.49

Cheese Stuffed Celery

1 8-oz. soft Philadelphia Brand cream cheese
2 tbsp. Kraft blue cheese crumbles
Celery, cut into 3-inch pieces
Finely chopped nuts

Combine cheeses. Mix until well blended. Fill celery with cheese mixture; sprinkle with nuts.

Tupperware dessert sets

L10 Parfait Set
In smoky, frosted tint. Saucers snap off for easy storing. ¾ cup serving per dish. Seals included. Set of six. $7.98

L20 Dessert Set
Same frosted tint as Parfait Set. ½ cup per dish. Saucers snap off. Seals included. Set of six. $7.98

Tupperware servingware

Note: Hand washing and drying are recommended for all Servingware items.

M10 Get Together® Buffet Set
Set consists of divided Buffet Tray approximately 14" square and a Divided Dish with Seal. Divided Dish holds ¾ cup in each section. Midnight black. $18.98 Set

M20 Get Togethers Square Server
Holds 2½ cups. Seal may serve as base. Midnight black. $4.98 Ea.

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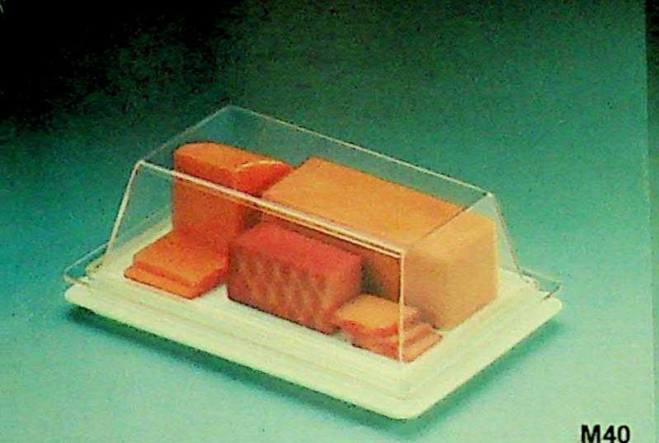
M10

M20



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Tupperware servingware

M30 Get Togethers Rectangular Server
Approximately 7" × 14". The Seal also serves as a base. Midnight black. $8.98 Ea.

M40 Cheese Server
Reversible tray with Ultra Clear™ cover. Inside dimensions: 8¾" × 5½", cover 2¾" high. $9.98 Ea.

Tupperware salad molds

N10 Jel-Ring® Mold
3-piece mold with 6 cup capacity. $5.89 Ea.

N20 Jel-N-Serve® Mold
Consists of rigid tray, mold with Seal and four decorative top Seals — flower, star, tree and heart. 5 cups capacity. $6.69 Ea.

Tupperware convenience products

P10 Condimate® Set
Removable 1¼ cup almond bowls snap on gold caddy. 3 ladles and Seals. $6.98 Set

P15 Large Salt & Pepper Set
With hinged Seal. $3.98 Set

P18 Mustard Dispenser
P20 Catsup Dispenser
P22 Mayonnaise Dispenser
Each holds 16 oz. Pump color designates contents and turns for use or storage. $4.98 Ea.

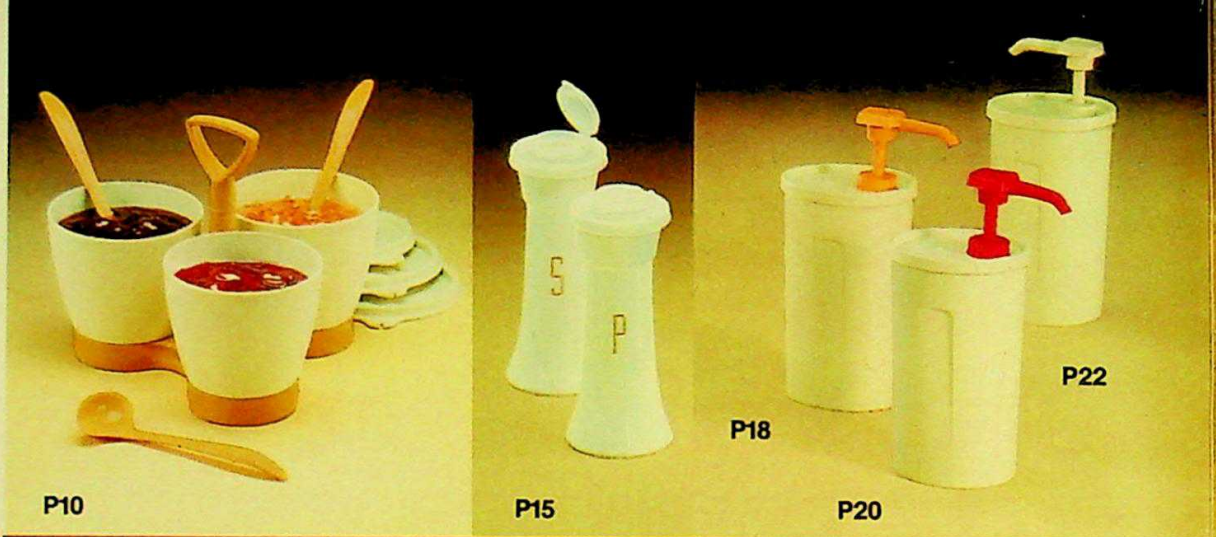
P30 1-qt. Strainer
Perforated bottom for draining. Pouring lips and handle with hole for hanging. $3.98 Ea.

P32 Large Strainer
2-qt. size with small handle that hooks over bowl or pan. $4.69 Ea.

Curry Dressing

½ c. Kraft Russian dressing
½ tsp. curry powder

Combine ingredients in Quick Shake® container, insert blender, apply Seal and shake well.



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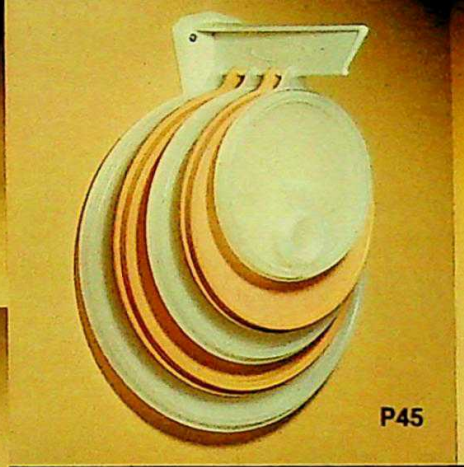
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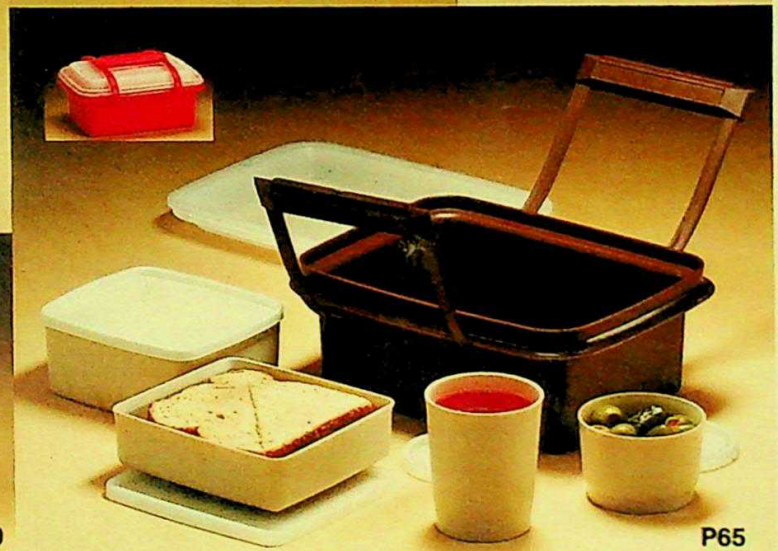
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Tupperware convenience products

P40 Classic Sheer® Quick Shake® Container
Fill 16-oz. container, insert blender, apply Seal and shake to blend cool drinks or salad dressings. $3.89 Ea.

P45 Seal Rack
Holds up to 15 Tupperware Seals with tabs. Mounts on cabinet or wall. (Seals not included.) $1.29 Ea.

P50 2-oz Midgets Set
6 pastel containers with Seals. $1.98 Set

P55 Chop-N-Pour™ Set
A chopping disc, tray and spatula. Tray length 9¾"; disc 4⅜" diameter. Spatula stores under tray. Unit may be hung on wall. $4.59 Set

P60 Snack Set
4½ oz. tangerine containers with Seals. Set of four. $4.39

P65 Pak-N-Carry® Kit
Poppy or brown carrying kit plus 4 containers with Seals that fit inside. I.D. space on removable handle. $11.49 Kit

Tupperware convenience products

P70 Quartet™ Set
Four containers with Cariolier® handle. Each is 5½" × 5½" × 2" and holds 3½ cups. $14.98 Set

P77 Pick-A-Deli® Container
Classic Sheer® container, strainer insert and domed Seal. Holds 5 cups. $5.79 Ea.

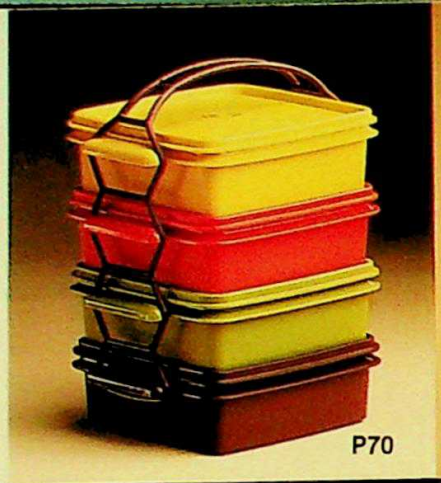
P80 Packette™ Container
Two compartments. Grooved Seal fits divider. Dimensions: 6¼" × 4½" × 1". $2.89 Ea.

P82 Square-A-Way® Set
Maize, butterscotch, paprika and cranberry. Each holds 1¾ cups. $5.59 Set

P85 Mini-Juicer
16 oz. container, juicer and Pour-All Seal with hinged cap. Graduated markings. $3.19 Ea.

P87 Wax Paper/Foil Dispenser
Holds two 12" rolls with built-in cutting edge. $9.98 Ea.

P90 Large Pick-A-Deli Container
Holds 8 cups. $7.99 Ea.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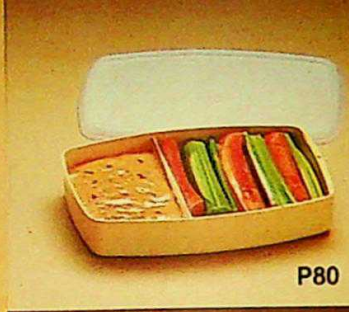
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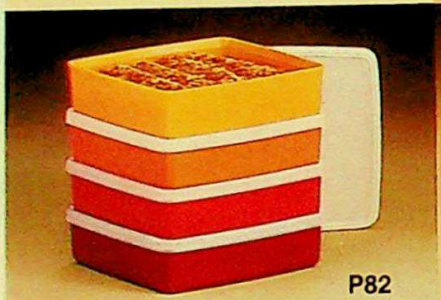
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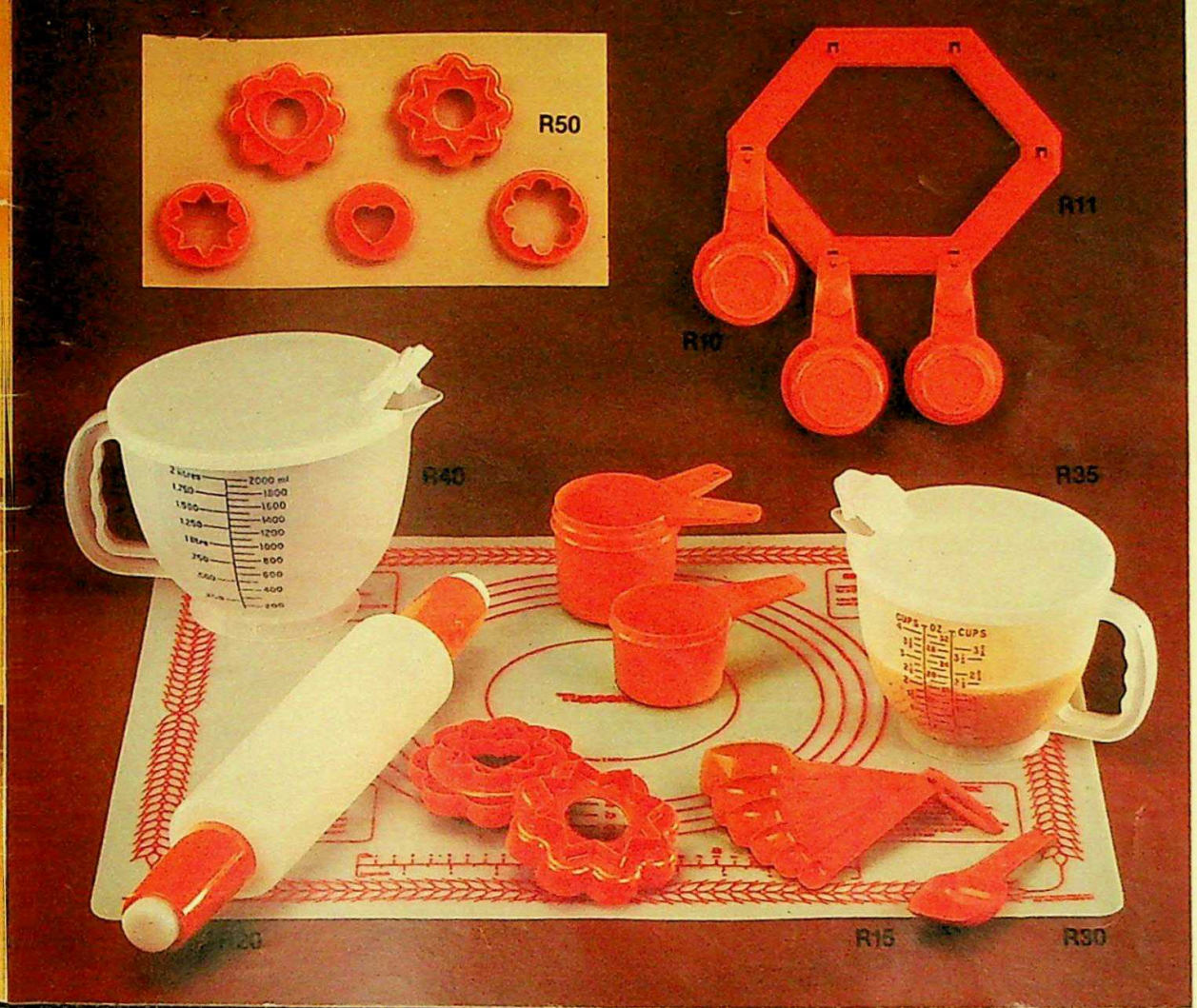


Tupperware baking aids

R10 Measuring Cup Set
Graduated cups in ¼, ⅓, ½, ⅔, ¾ and 1 cup. Set of six. $4.98

R11 Measuring Cup Rack
Attaches to wall. $2.39 Ea.

R15 Measuring Spoon Set
Holder with 7 removable spoons, including 2 measure liquids. $2.69 Set

R20 Rolling Pin
Rolling action independent of handles. Hollow for filling with warm or cold water. $4.79 Ea.

R30 Pastry Sheet
Features baking information and releases dough easily. $3.98 Ea.

R35 Small Mix-N-Stor® Pitcher
1 qt. standard and metric measures, snap-cap spout. $4.98 Ea.

R40 Large Mix-N-Stor Pitcher
2 qt. capacity. $5.79 Ea.

R50 Cut-A-Shape™ Set
Five reversible cutters. Self-contained for storage. $3.98 Set.

Tupperware cake & pie takers

S10 Fresh-N-Fancy® Container
Holds standard 9" x 13" sheet cake. Gold base reverses to form sectional tray for relishes or tidbits. Seal fits either side. Cariolier® handle included. $10.89 Ea.

S15 Maxi-Cake Taker
Designed for triple layer, heavily frosted or ornately decorated cakes. Rigid tray is reversible for extra height. Cariolier handle included. $10.98 Ea.

Orange Frosting

⅓ c. Parkay margarine
1 tsp. grated orange rind
Dash of salt
3 c. sifted confectioners' sugar
3 tbsp. orange juice

Cream margarine; blend in orange rind and salt. Add sugar alternately with orange juice, beat until light and fluffy. Frosts 13 x 9-inch loaf cake.

Tupperware cake & pie takers

S25 10″ Cake Taker
Has rigid, reversible gold base for serving. Recessed side holds two-layer decorated 8″ cake. Cariolier handle included. $8.59 Ea.

S30 9″ Pie Taker
4″ high Seal covers even the fluffiest meringue without crushing. Rigid shallow gold tray has textured, non-slip surface. Cariolier handle included. $6.98 Ea.

S35 12″ Pie Taker
Keeps pie fresh for days or protects it in freezer. Will also hold about 18 cupcakes. $7.98 Ea.

Banana Split Pie

2 to 3 bananas, sliced
Lemon juice
1 pt. vanilla ice cream
1 pt. chocolate ice cream
1 pt. strawberry ice cream
1 11-oz. jar Kraft fudge topping

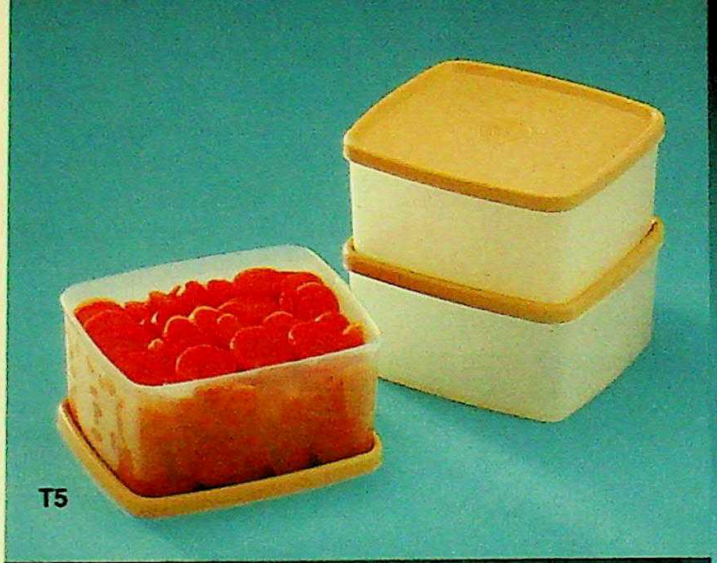
Dip banana slices in juice. Line bottom and sides of 9-inch pie plate with bananas. Fill with scoops of ice cream and topping. Place pie in 9″ Pie Taker and freeze.

Tupperware refrigerator & freezer containers

T5 Classic Sheer® 16-oz. Square Rounds®
Set of three. $4.39

T10 Classic Sheer 30-oz. Square Rounds
Set of three. $5.49

T15 Classic Sheer 48-oz. Square Rounds
Set of two. $6.19



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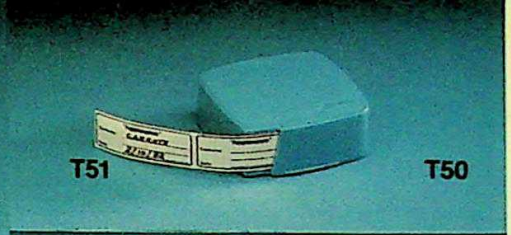


Tupperware refrigerator & freezer containers

T40 Ice Tups® Set
Set of 6 with rack and 2 extra sticks and Seals. ¼ cup each. $3.69 Set

T50 Label Dispenser Set
Dispenser contains 200 self-adhesive, peel-off labels, ¾" × 2" with space for contents and date. $2.49 Set

T51 Labels
Roll of 200 labels for refill of Label Dispenser. $1.29 Ea.

T55 Freez-N-Save® Container
Holds ½ gal. ice cream. $5.98 Ea.

T60 Hamburger Freezer Set
5 stack and seal containers with Seal for top. For use with Hamburger Press. $4.49 Set

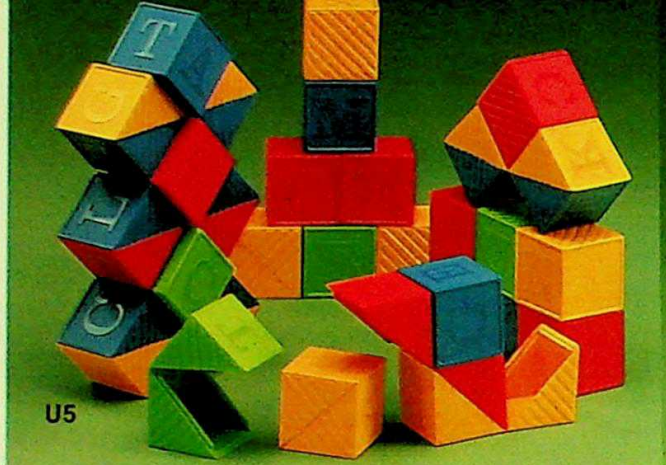
T70 Hamburger Press
Form patties for storage in the Hamburger Freezer Set. 3 parts: Press, press ring and 1 keeper. $3.19 Ea.

Tuppertoys®

U5 Busy Blocks® Set
Thirty multi-colored, 1¾" blocks feature letters of the alphabet. Blocks are hinged to open and snap closed. When open, blocks may be snapped together to form various designs. (For ages 2 yrs. and older.) $14.98 Set

U10 Shape-O® Toy
The toy that grows with the child. Babies love the bright, smooth rattle ball. Toddlers learn to remove, sort and insert pieces in matching holes. Pre-schoolers match numbers, learn to count. Shape-O is safe, fun, and shatter-resistant. (For ages 6 mos. and older.) $7.39 Ea.

U20 Zoo-It-Yourself® Toy
Children love to create their own funny animals with this animal set featuring snap together, interchangeable parts. Bright colors and smooth, easy-to-handle parts make fascinating characters. 3 basic toys. (For ages 2 to 5 yrs.) $7.98 Set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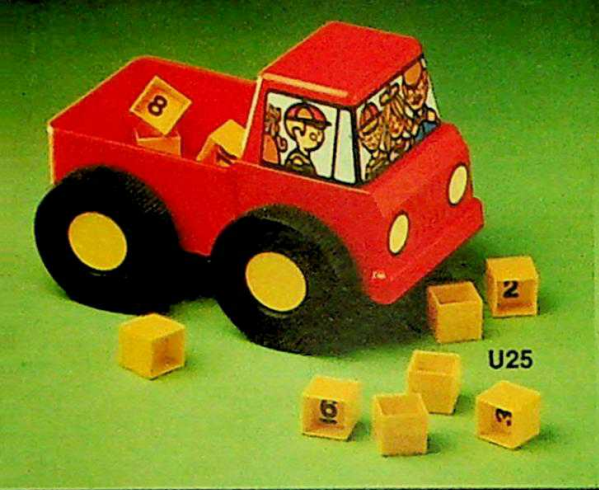


U25 Pick-em-up® Truck
Toy includes truck, 10 blocks and permanent decorative labels for truck and blocks. Blocks are swept into truck bed as the truck passes over them. Blocks become educational aids when numbered with labels provided. (For ages 3 yrs. and older.) $10.98 Ea.

U35 Build-A-Train™ Toy
A colorful engine that wobbles when pulled. Older children can dismantle and reassemble with included wrench. Parts are smooth for safety and "building" the train helps develop manual dexterity. (For ages 1 yr. and older.) $9.98 Ea.

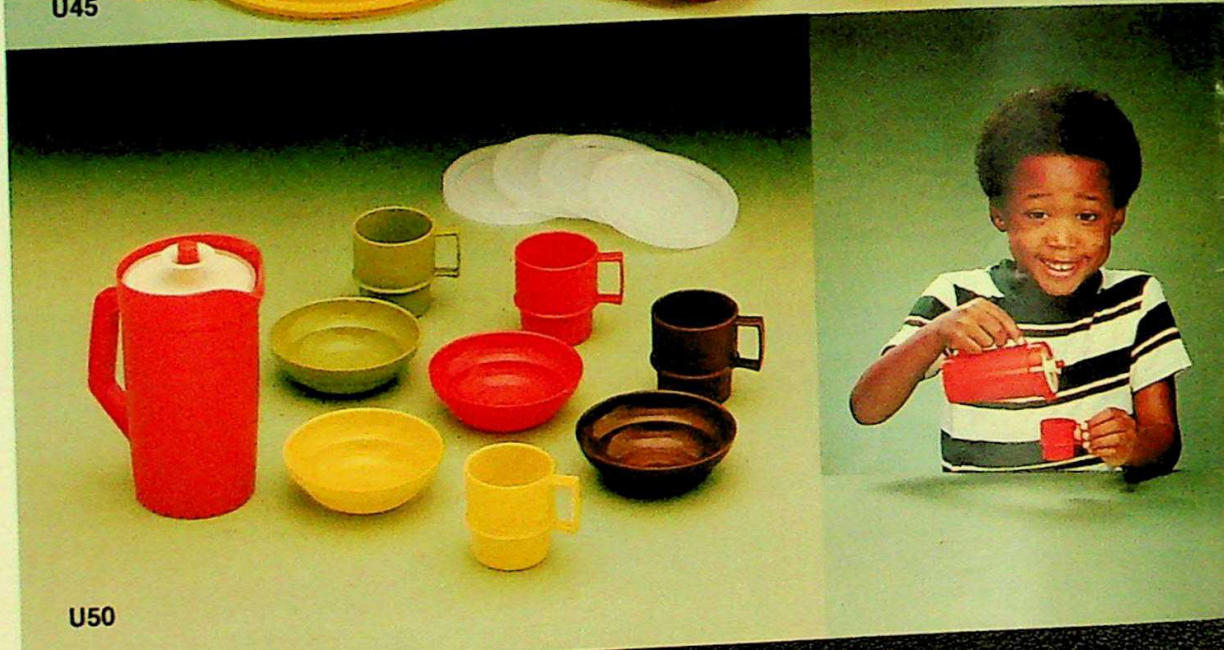
U40 Pop-A-Lot® Toy
A fun ball-tossing and catching toy for children of all ages. Compressing bellows forces small plastic ball into air or to playmate. Safe, fun, helps coordination. 2 balls are included. (For ages 5 yrs. to adult.) $5.49 Ea.

Tuppertoys

U45 Mini-Party® Set
The boxed 10-piece set includes four plates and four tumblers, a miniature Cake Taker and a Cake Server. (For ages 3 years and older.) $11.98 Set

U50 Mini-Serve-It® Set
The boxed 9-piece miniature set includes four mugs and four bowls with Classic Round Seals and a Pitcher with Push-Button Seal. (For ages 3 years and older.) $10.98 Set

U45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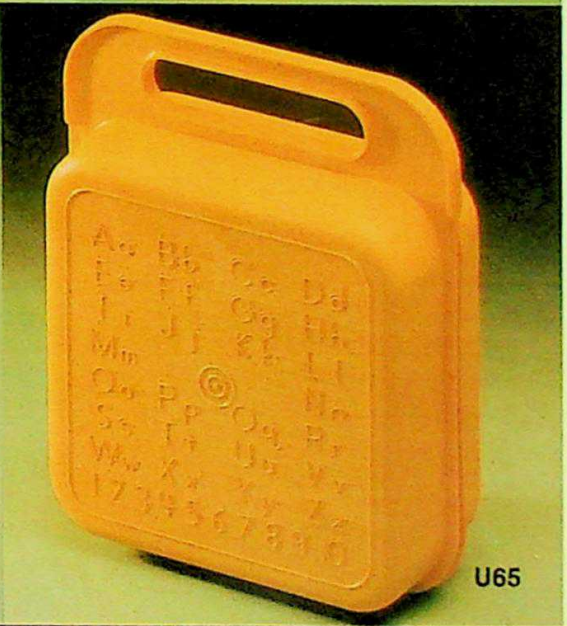
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Tuppertoys & school aids

U55 Mini-Mix-It® Set
The boxed set includes miniatures of the Tupperware Mixing Bowl with Classic Round Seal, Measuring Pitcher, Rolling Pin, Pastry Sheet, Paddle Scraper, Cookie Cutter and a mini-cookbook. (For ages 3 years and older.) $9.69 Set

U60 Mini-Pak-N-Carry® Kit
A snack kit for preschoolers. Includes carrying container, Seal and removable Cariolier® handle plus four containers with Seals that fit inside. Poppy color only. (For ages 3 years and older.) $8.98 Kit

U65 School Kit
A "safety yellow" storage box with handle and hinged cover. Decorated with upper and lower case letters and numbers from 1 to 10. Designed for carrying school supplies such as pencils, crayons, scissors, paste, etc. (Contents not included.) Inside dimensions: 7½" × 7½" × 3". $6.98 Kit

Tuppercraft® decorator shelf ensemble

V20 Decorator Shelves
Standard and three adjustable and reversible shelves. One side is flat, the other has a "safety" lip on all four edges. Dimensions: Standard 23" × 1½"; shelves 4" × 4". $8.98 Ea.

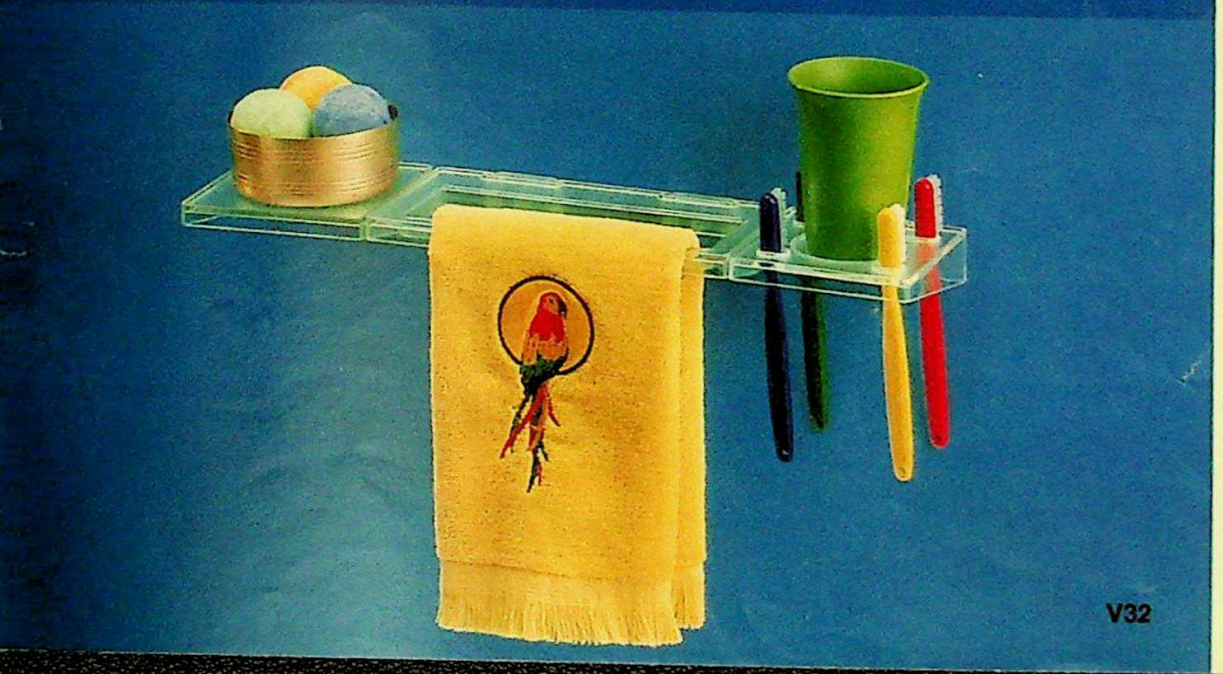
V21 Individual Shelves
Fits vertical Decorator Shelves standard. $1.98 Ea.

V22 Individual 4" Toothbrush Shelf
Holds four toothbrushes and tumbler. Fits vertical standard of Decorator Shelves. $1.98 Ea.

V25 8" Decorator Shelf
Reversible shelf provides flat surface or surface with "safety" lips. $3.98 Ea.

V26 8" Toothbrush Shelf
Holds four toothbrushes and tumbler with additional shelf space for personal items. $3.98 Ea.

V27 8" Towel Bar
Holds small dish/hand towel or wash cloth. $3.98 Ea.



Tuppercraft decorator shelf ensemble

V30 16″ Decorator Shelf
A convenient and decorative shelf for any room in the house. The shelf is reversible, one side is flat and the other side has a "safety" lip on all four edges. $7.98 Ea.

V32 Combination Shelf
A versatile shelf consisting of a horizontal standard, 4″ Shelf, 4″ Toothbrush Shelf and 8″ Towel Bar. Components may be positioned in any order desired. $7.98 Ea.

Tuppercraft Decorator Shelves offer a variety of attractive and practical shelving for home or office. Their versatile combinations help organize and beautify at the same time. The sparkling clear shelf enhances any wall, whether painted or patterned wallpaper.

Tuppercraft products

W5 Soap/Lotion Dispenser and Rack
5-oz. Classic Sheer® container with pump dispenser, cover and rack. $3.98

W7 Hair Care Set
Includes burgundy styling brush, pocket comb, purse comb and reversible comb for thick-n-thin hair. $3.98 Set

W10 Personal Valet
Hinged-top container with seven compartments. Four center sections are sealed when large compartment, with Seal on bottom, is placed over them. Outside dimensions: 11" × 7" × 2½". $11.98 Ea.

W12 Small Picture Frame
Stands or hangs. Clear, reversible cover holds 3½" × 4½" photo in place. Reversed, it allows space for medals, coins or dried flowers. $2.79 Ea.

W13 Medium Picture Frame
Same as Small Picture Frame except size. Holds 5" × 7" photo. $5.39 Ea.

W15

W16

W25

Tuppercraft products

W15 Hobby Organizer
A sectionalized container, two removable trays and Seal. A total of 12 sections in varying sizes. Trays attach to sides of container for easy access. Outside dimensions: 13" × 8½" × 3½". Burnt orange. $13.98 Ea.

W16 Cariolier® Handle
For Hobby Organizer. $2.79 Ea.

W25 Carry-All™ Container
Ideal for carrying tools, soft drinks or picnics. Includes Seal and removable handle. Outside dimensions: 12" × 7½" × 6½". Burnt orange. $11.98 Ea.

How to use your Tupperware Seals

Instant Seals
To seal: (1) Place Seal over container rim. (2) Press firmly with thumb, fingertips or "heel" of hand. **To remove:** While pressing center with thumb, place fingertips under Seal edge, lift up and peel it off.

Push-Button Seal
To seal: (1) Press push-button with thumb, insert Seal to rest on ledge below pouring spout. Release push-button; pitcher is sealed for storage. (2) **To pour:** Press push-button with thumb and raise Seal until the pouring spout is open. Release push-button to hold Seal in place for pouring. (3) **To clean:** Separate Seal from cover, as illustrated. Wash, rinse and dry. Insert wide end of push-button in Seal center. Place cover over push-button, firmly press cover and Seal together until they lock with an audible click.

Modular Mates™ Seals
To seal: Align projection on Seal with indentation on container, press, sliding thumbs around Seal. **To remove:** Loosen each end, slide thumbs under the Seal as you lift.

Duo-Seal® Closure
To seal: (1) Place Seal over bowl rim as illustrated. (2) As you press center of Seal with "heel" of hand, (3) lift Seal edge slightly with fingers to fit Seal over bowl rim. **To remove:** Hold rim of bowl with thumb, press center of Seal with "heel" of hand, lift Seal off bowl with fingertips.

Classic Round Seals
To Seal: (1) Place Seal over container rim. Press firmly with thumbs until groove fits the rim. (2) Continuing to press firmly, move thumbs and fingers over top of Seal edge until it snaps into place. (3) While pressing center of Seal, lift tab slightly to expel air. **To remove:** Hold container in place, lift up the tab and peel off Seal.

Square Rounds® Rectangular and Square Seals
To seal: (1) Place Seal over container rim, press firmly on one corner as shown. (2) Slide thumbs over top of Seal edge to opposite corners. (3) Continuing to press firmly, slide thumbs over edges to fourth corner to complete sealing. **To remove:** Lift Seal at all corners, one at a time. Remove Seal.

Use and Care of Tupperware Brand Products

Almost all Tupperware brand products purchased since September 3, 1979 are dishwasher safe. We do not recommend washing the following products in a dishwasher:

Counterparts® containers

Get Togethers® containers

Cake and Pie Takers

Dip-N-Serve® tray

Tuppercraft® Planters

Tuppercraft Decorator Shelves

Tuppertoys® items

These products, as well as all Tupperware brand products purchased prior to September 3, 1979, should be hand washed in warm, soapy water with a soft cloth or sponge and towel- or air-dried. Abrasives could dull the finish.

When using the dishwasher, we recommend washing both the containers and the Seals. Position Tupperware brand products securely so water action will not dislodge them, because contact with the heating element will cause melting and damage.

To insure satisfaction and life-long use of Tupperware brand products:

- Store containers without Seals to keep them air fresh.
- **When using containers for hot beverages made with boiling water, allow the beverage in the container to cool before handling the container or applying the Seal.**
- If a Seal seems too tight, place it in hot water for a few minutes, dry thoroughly, then apply to the container while still warm.
- **To avoid possible damage, cool hot liquids such as oils, cooking grease and/or hot foods containing fats (i.e., soups, sauces, etc.) before placing them in Tupperware brand containers.**
- Clean with a baking soda paste to help remove the occasional stain or stickiness which may occur.
- **Protect Tupperware brand products from cuts and scratches by avoiding sharp utensils and abrasive cleaners.**

DO NOT USE IN MICROWAVE

Tupperware brand products are not guaranteed for use in microwave ovens. Foods, particularly those with high fat or sugar content, become very hot and could cause warping or melting of the product.

Space-Saving Storage

Refrigerator: Tupperware containers help lock in the freshness of food, protect flavor and prevent refrigerator odor. Many allow you to prepare food, store and serve in the same container. Others permit storage of leftovers in just the right size container to conserve refrigerator space.

Freezer: Whether you rely on a small freezer compartment or an upright or chest type freezer, you will gain freezer space by freezing in Tupperware containers. Many are designed primarily for freezer use. They stack and pack close while rounded corners permit needed air circulation.

Cabinets: Organize your cupboard, cabinets and counter tops to conserve space. Modular Mates™ containers are especially designed to let you use every inch of shelf space and provide a clear view of the contents. The Tupperware Seal protects against insects and humidity to help keep staples fresh for months.

Bull Run

D 7/538

Opportunity Is Waiting

Diana and Beverly are former secretaries, Eileen was a retired secretary and a full-time homemaker, and Alicia worked as a nurse's aid at night and as a homemaker during the day. Each started selling Tupperware products on a part-time basis and progressed at the pace she wanted. Now, as full-time independent Tupperware dealers, Beverly and Eileen have helped put their children through college, Alicia helped her family purchase their home and Diana's income provided security when her husband was in the process of starting his own business.

If you're seeking an opportunity that lets you

- set your own schedule
- achieve your own income goals
- start with only a small investment of your time and no cash outlay

then, join the thousands of independent dealers, who, like Diana, Beverly, Eileen and Alicia, sell quality Tupperware brand products.

Ask your Tupperware dealer for additional information or phone Tupperware Home Parties, listed in the White Pages of the telephone directory.

Allcia Richards Naugatuck, Connecticut

Beverly Tovrog Arlington Heights, Illinois

Diana Cralle Sacramento, California

Eileen Hornbeck Gardena, California

The Tupperware Opportunity Kit

Ask your dealer how you can receive one with no cash outlay.

Dottie
979-6562

Rec'd. 9/13/84

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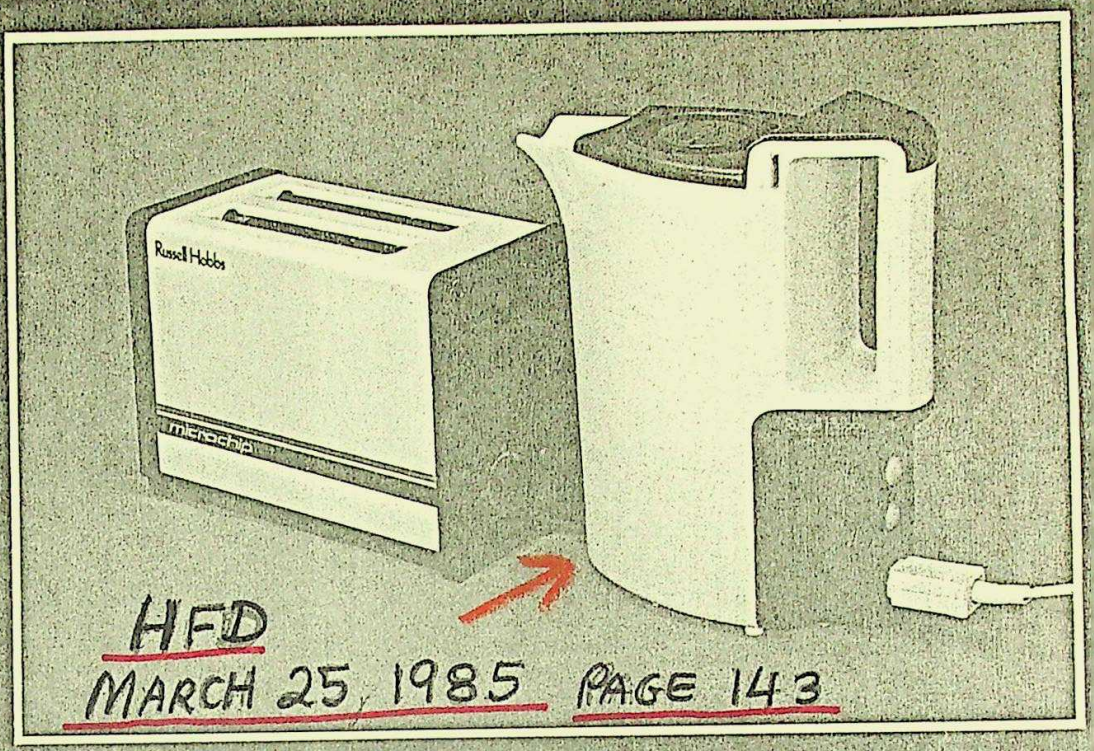
7/538

mp r Micro-Chip Appliances

s introduces tomorrow's ap-
y. With the latest in micro-
designed to perform better
r. More reliable because the
neans there are no moving
out. Better performance in
RO-CHIP TOASTER because
ccuracy guarantees uniform
m 1 to 1000 slices. And in
ITURA 2000 MICRO-CHIP
ets you boil as little as one
for energy savings and

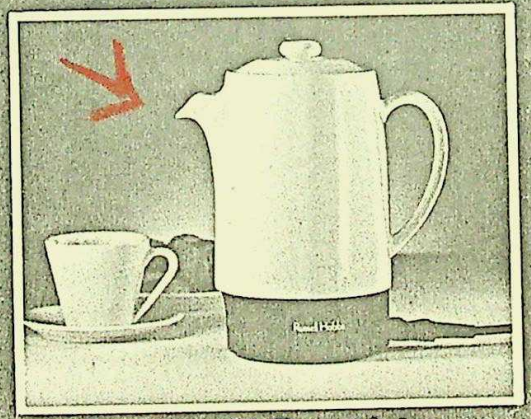
obbs performance and relia-
ed by incorporating the latest
materials and design. For
produce the futuristic shape
RA 2000 MICRO-CHIP KET-
Hobbs turned to CELCON®,
material with unique design
high impact, clean, and stain



HFD
MARCH 25, 1985 PAGE 143

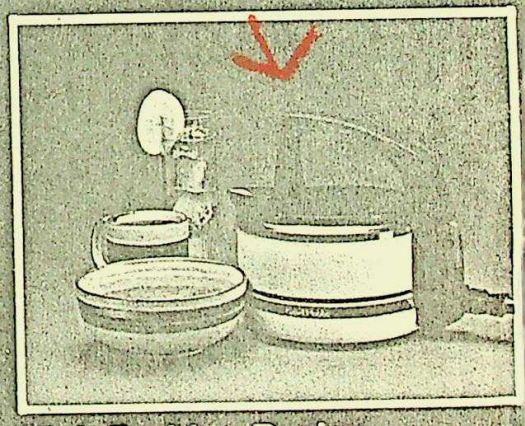
elligent Product Innovations

ligent Kettle
UTO STOP™ switch automat-
the kettle off when the water
26% faster. . . up to 40%
ngs.



The Intelligent Percolator

Automatic shut off. Brew ready light and a built-in keep warm heater. Elegant ceramic body crafted in Staffordshire, England.



High Fashion Design

Fully automatic stainless steel kettles in four high fashioned enameled colors. Available in almond, white, red and blue with coordinated accent stripes.

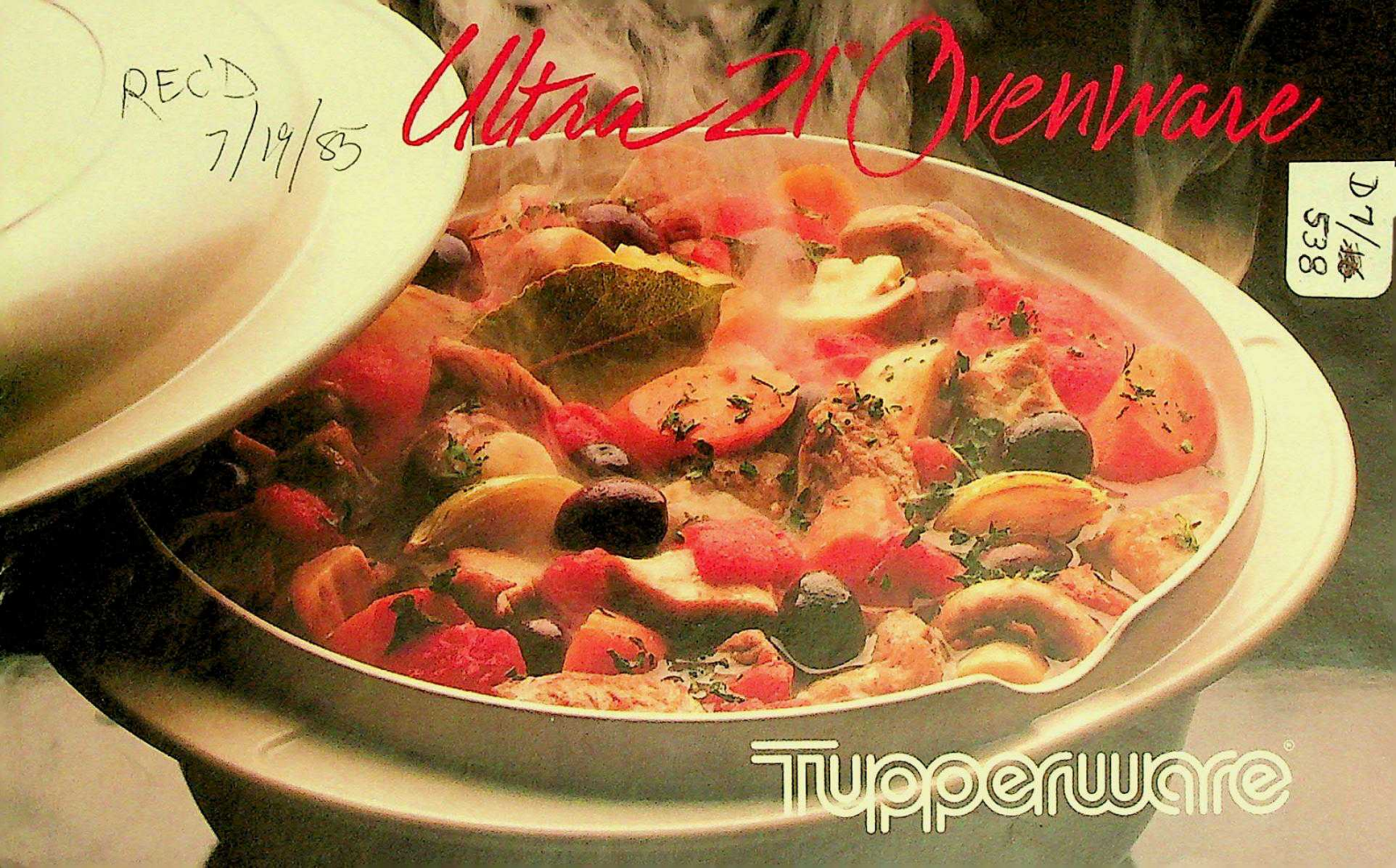
ell Hobbs

the Standard
ality and Reliability

GLOBAL MARKETING CORPORATION
1, Pompton Plains, N.J. 07444 (201) 839-6633

Stop by Booth #4157-4160 at the Housewares Show. Relax. Have a cup of tea and a fortune cookie. You may win The No. 1 Selling Electric Kettle in the World.

CELANESE CELCON® is a registered trademar of Celanese Corporation.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7/19/85
Ultra 21 Ovenware
D 7/86
538
Tupperware

551
553
555
569

Casserole Creations

Received July 19, 1985

Choose the Ultra 21® Casserole that best suits your cooking needs. With five versatile sizes to pick from, you can prepare recipes for as few as one or two or for a potluck gathering. You can combine all your ingredients in one dish–and create anything from lasagna to scalloped potatoes to cakes and cobblers. Make it ahead, seal and store it, or cook it right away in your conventional oven or microwave oven. Then serve it in the same dishwasher-safe dish. The attractive design and neutral color complement any table service. Prepare all your recipe favorites in these convenient, durable, and easy-to-clean casseroles. You'll be amazed at the difference Ultra 21 Ovenware makes!

551 1-Quart Casserole Set. Includes a 1-Quart Casserole, an Ultra Cover which doubles as a ¾-Quart Baking/Warming Dish, and a Seal that may be used with either container. The Casserole and Ultra Cover are notched to accommodate a temperature probe and provide a steam vent that can be opened or closed simply by turning the Cover. $18.98 set.

552 1-Quart Casserole with Seal. Perfect for serving 2 to 6 people. $13.98 each.

553 2-Quart Casserole Set. A 2-Quart Casserole with Ultra Cover that serves as a ¾-Quart Baking/Warming Dish and a Seal that fits both containers. Casserole and Ultra Cover are notched for temperature probe and venting. $21.98 set.

554 2-Quart Casserole with Seal. Great for soups, too! $16.98 each.

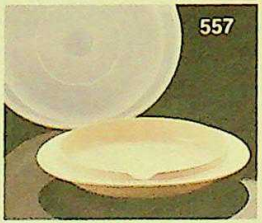
555 3-Quart Casserole Set. A 3-Quart Casserole with Ultra Cover that doubles as a ¾-Quart Baking/Warming Dish and a Seal that fits both containers. Casserole and Ultra Cover are notched for temperature probe and venting. $24.98 set.

556 3-Quart Casserole with Seal. Easily serves 12 people. $19.98 each.

557 ¾-Quart Baking/Warming Dish with Seal. Ideal for reheating leftovers for single servings. $10.98 each.

558 Individual Casserole Seal. Round Seal fits 1-, 2-, and 3-Quart Casseroles and the ¾-Quart Baking/Warming Dish. Keep extra Seals on hand so you can store several foods at once. $2.78 each.

569 16-Ounce Casserole Set. Made especially for 1- or 2-serving recipes. The set includes a 16-Ounce Casserole, an Ultra Cover, and a Seal that fits both. When inverted, the Ultra Cover doubles as an 8-Ounce Baking/Warming Dish. $11.98 set.



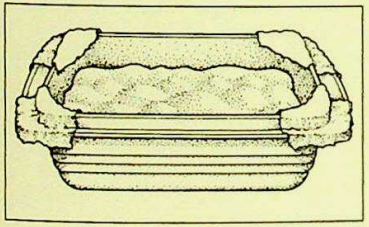
Make it a loaf

The versatile Ultra 21® Loaf Pan is for more than baking bread. Besides using it to proof yeast bread dough in your microwave oven, you can use it to prepare your family's favorite meat loaf, layered casserole, or luscious dessert. The attractive design and neutral color complement any table service. The Ultra Loaf Cover also doubles as a Rectangular Baking/Warming Dish, perfect for two servings of fruit crisps or for reheating leftovers. The Seal lets you make a recipe ahead and store till ready to cook.

Keep two Seals on hand so you can assemble two recipes ahead, one in the Loaf Pan, the other in the Rectangular Baking/Warming Dish (Ultra Loaf Cover). Then if your recipe calls for baking covered, simply cover the pan or dish with a piece of waxed paper for micro-cooking, or aluminum foil for conventional cooking.

588 Loaf Pan Set. Includes a 9x5x3½-inch Loaf Pan, an Ultra Loaf Cover which doubles as a Rectangular Baking/Warming Dish, and a Seal. $20.98 set.

589 Loaf Pan with Seal. Ideal for meat loaves, casseroles, or baking bread. $15.98 each.



590 Rectangular Baking/Warming Dish with Seal. Bake breakfast rolls or corn bread in this 8½x4½x1½-inch Dish. $10.98 each.

591 Individual Loaf Pan Seal. Fits both the Loaf Pan and Rectangular Baking/Warming Dish. $2.29 each.

Cooking tip: Micro-cooked foods cook more rapidly at the corners of the Loaf Pan and Ultra Loaf Cover than in the center. To ensure even cooking, shield the corners with small pieces of aluminum foil when the mixture begins to brown (see the illustration at left). ***Be sure pieces of foil do not touch each other or the walls of the microwave oven.***

For Small Servings

The Ultra 21® Individual Serving Dish is perfect for single-serving entrées. Create your own homemade TV dinners by placing a cooked meat patty, frozen vegetables, and canned fruit in the dish; seal and freeze till ready to eat. It's great for cooking a just-for-two side dish, for reheating leftovers for one, or for taking your lunch to work. Buy several to keep on hand for make-ahead meals you can enjoy throughout the week.

592 Individual Serving Dish with Seal. Prepare delicious individual servings ahead, seal, and freeze for quick meals. 8¾x4⅜x1⅛-inches. $5.98 each.

Quiche Plus

The Ultra 21 9" Quiche/Pie Pan offers real versatility when it comes to cooking—conventionally or in your microwave oven. Ideal for cooking quiches and pies, you also can use this Pan to prepare cheesecakes, coffeecakes, sweet rolls, and main dish casseroles to perfection. The Seal lets you store the extras for later enjoyment.

593 9" Quiche/Pie Pan with Seal. Round Pan (1¼ inches deep). Bake quiches, casseroles, pies, cakes, or rolls in the microwave or conventional oven. $13.98 each.

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'Ultra 21® Starter Set

You'll start cooking smart with the Ultra 21 Starter Set. This versatile and attractive ovenware delivers the ultimate in all your cooking needs. You can prepare your family's favorite casserole with the 2-Quart Casserole Set, use the Loaf Pan plus Seal for delectable breads, desserts, and make-ahead meat loaves, and use the 16-Ounce Casserole Set for perfectly-portioned recipes for 1 or 2.

And when you purchase any Tupperware Ultra 21 Ovenware product, you'll receive a recipe booklet that features delicious recipes developed and tested by the editors of Better Homes and Gardens®.

599 Ultra 21 Starter Set. Includes the 2-Quart Casserole Set (page 3), Loaf Pan with Seal (page 5), and the 16-Ounce Casserole Set (page 3). Total of 8 pieces packaged in a gift box. $44.98 set.

Save over $4.50 when you buy the Starter Set instead of the individual pieces!

Now we're cooking...

Make it!

Freeze it!

Bake it!

Take it!

Serve it!

Save it!

Microwave it!

Easy clean it!

Ultra 21® Ovenware...it's the revolutionary new meal preparation system exclusively from Tupperware and it lasts a lifetime!

- **Make It:** Combine ingredients in the same dish you'll be cooking in.
- **Freeze It:** Designed for freezer use, the airtight Seal prevents freezer burn and keeps food fresh.
- **Bake It:** Use in conventional or convection ovens for baking, roasting, and reheating. The adjustable vent in the casseroles allows steam to escape safely.
- **Take It:** Carry meals to work, school, or potluck dinners in this sturdy, lightweight container.
- **Serve It:** Goes beautifully from oven to table. Attractive design and neutral color blends with any table setting.
- **Save It:** Serve a meal and save leftovers in the same container. The airtight Seal helps keep food fresh.
- **Microwave It:** Microwave safe, the unique shape and material promotes even cooking. Vent in the Casserole Cover accommodates a microwave oven probe.
- **Easy Clean It:** The Casserole, Ultra Cover, and Seal are all dishwasher safe. The smooth, non-stick material makes cleanup easy!

Received July 19, 1985

BARBARA CARROLL

BARBARA CARROLL
938-7779

Full Lifetime Warranty

Tupperware® brand products are guaranteed by Tupperware Home Parties against chipping, cracking, breaking, or peeling under normal non-commercial use for the lifetime of the product. Please call your Tupperware dealer or distributor for free replacement. If, due to unavailability, actual product replacement cannot be made, comparable product replacement will be made, or credit toward future purchases of Tupperware brand products or a full purchase price refund will be given.

Tupperware distributors are listed in the telephone directory White Pages under "Tupperware Home Parties." If no distributorship listing appears in your area directory, please write to Tupperware Home Parties, Customer Relations Department, P.O. Box 2353, Orlando, FL 32802.

This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

51503 (685) Tupperware Home Parties is a division of DART Industries Inc., Orlando, Florida. © Copyright 1985, Dart Industries Inc. Tupperware is a registered trademark of Dart Industries Inc.

D7/538

...l sales
...r Liv-

...) Mirro Name

William Lamberg, comptroller and treasurer of Metal Ware, said the purchase of the product line from Mirro also included the rights to use the Mirro name for the line, the Mirro emblem, the trademark Open Country, and all trademarks and emblems

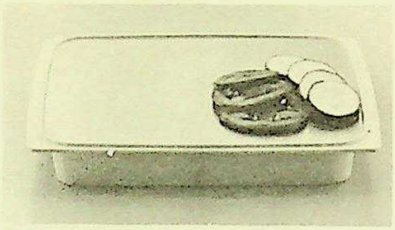
"For Mirro, this would be a small division, but for Metal Ware this is a substantial division," he said. "We will increase the size of our company, as far as sales, by 40%."

Trastek said the Outdoor Living Products line wil be seen at the April NHMA Show in Chicago at the Metal Ware booth. However, Metal Ware is planning distribution mainly in sporting goods departments across all lines of trade.

Here's Trade's First Peek At Farberware's Microwave Line

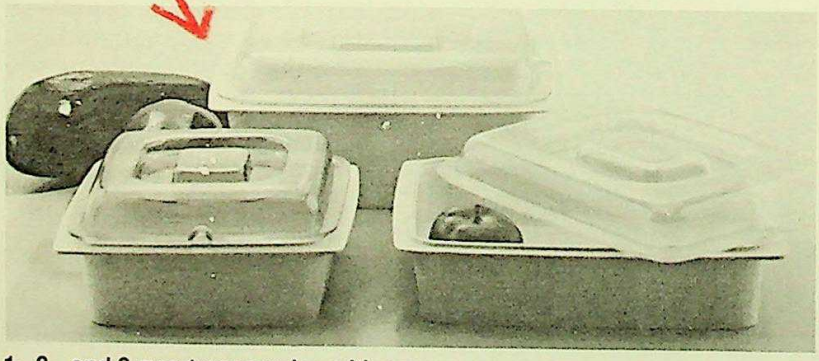
BRONX, NY—Farberware will introduce its microwave cookware at the April Housewares Show which will include a basic set of serving dishes and a line with stainless steel trimmed handles for the upscale market.

Suggested retails for the basic models will range from $7.99 for a 1-quart casserole to $24 for the round browning unit. Two and three quart casseroles are also available along with a smaller rectangular browning unit. The casseroles with handles will run approximately $3 more per piece.



Utility browning unit

2-qt. covered casserole with handle



1-, 2-, and 3-quart casseroles with covers.

HB Debuts Coffeemaker/Radio Combo

Hamilton Beach will introduce Coffee Tunes, a combination coffee maker/clock radio, at April's Housewares Show. The unit will retail for $99.95.

Sources also indicate the manufacturer will introduce a compact food proceesor, a cordless iron with automatic shutoff, a cordless hand mixer, a hot air corn popper with cord storage, a cordless can opener, and a mini drip coffeemaker.

Coffee Tunes is a digital clock/AM/FM radio mounted alongside a 12-cup automatic drip coffee maker. There is a timer on the unit for automatic brew start, an automatic shut off feature, and an indicator light that shows when the unit is on.

Coffee Tunes

West Bend Beefs Up

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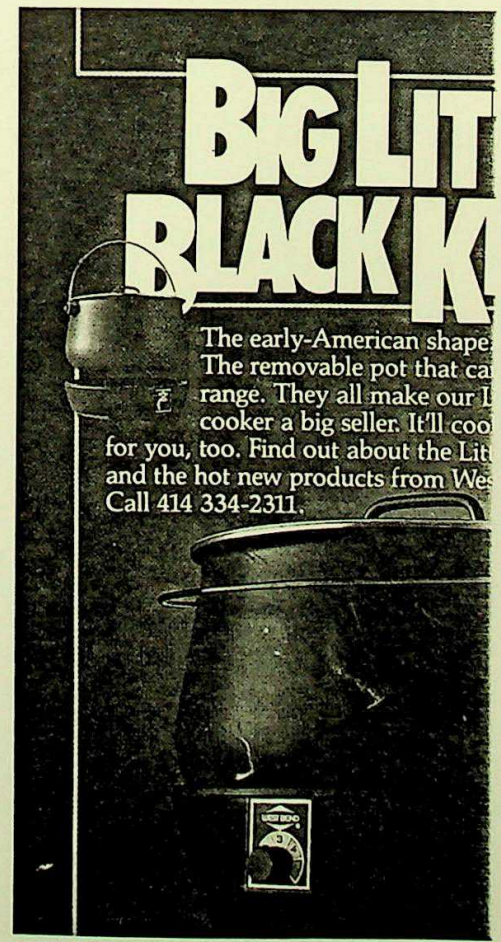
BIG LIT
BLACK K
The early-American shape
The removable pot that ca
range. They all make our
cooker a big seller. It'll coo
for you, too. Find out about the Lit
and the hot new products from We
Call 414 334-2311.

D7-16-538

Metal Ware Acquires Mirro's Outdoor Line

TWO RIVERS, WI—Metal Ware Corp. has acquired the complete line of Mirro Outdoor Living Products, according to Victor Trastek, Metal Ware vice president.

The campware products will be covered under the corporate umbrella known as the Mirro Outdoor Living Division. Included in the line are camp cookware sets, coffee percs, sautee pans, griddles, canteens, cups, electric smoker and other camping accessories.

Richard E. Gagnon, former manager of export sales at Mirro Corp., has joined Metal Ware as national sales manager involving the Outdoor Living products.

Rights To Mirro Name

William Lamberg, comptroller and treasurer of Metal Ware, said the purchase of the product line from Mirro also included the rights to use the Mirro name for the line, the Mirro emblem, the trademark Open Country, and all trademarks and emblems involved with the line for at least three years.

Trastek said the purchase also included current Mirro inventories which will allow for the smooth and orderly transition of sales of the product without any interruptions of deliveries while Metal Ware gears up for the production.

Mirro sold the line to Metal Ware, Lamberg said, because it did not fit into Mirro's mass production plans. The line is referred to as a "niche" line.

"For Mirro, this would be a small division, but for Metal Ware this is a substantial division," he said. "We will increase the size of our company, as far as sales, by 40%."

Trastek said the Outdoor Living Products line wil be seen at the April NHMA Show in Chicago at the Metal Ware booth. However, Metal Ware is planning distribution mainly in sporting goods departments across all lines of trade.

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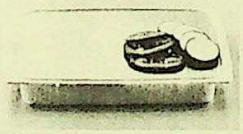
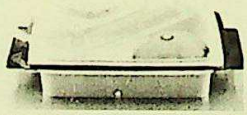


Utility browning unit



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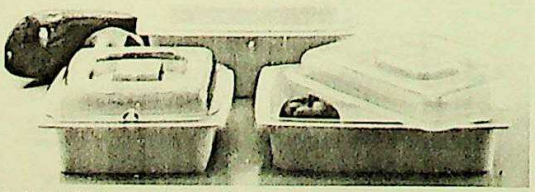

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Coffee Tunes

Housewares Week®

continued from page 1

Cook's Backer Backs Out

A major backer in Cook United's most recent plan to emerge from bankruptcy has pulled out. The Oppenheimer-Palmieri Fund in New York City has decided not to participate in the venture, which would have given it 59.61% stake in Cook in return for $5.2 million equity. Retail Strategies is now working with Cook's creditors on another reorganization plan. Meanwhile, Cook's has closed two more stores and is discussing selling six of its Rink's stores.

McCoy Exits Microwave

Nelson McCoy Pottery Co. is getting out of the microwave oven business because "there is too much competition," according to Jon Megert, vp/sales and marketing. Megert said the company still has stock, but is not selling any pieces. Also, there will be no microwave accessories in its catalogue at the April NHMA Show.

West Bend Beefs Up Electrics

West Bend is diversifying further into kitchen electrics with an under-cabinet toaster/oven/broiler (suggested retail, $79.95), a 500-watt mini food processor (suggested retail, $49-$59), a combination cordless can opener/mixer/electric knife called the Connect-3 (suggested retail, $69-$79) and an electronic version of its popular cordless iron (suggested retail, $59). Watch for more details in an upcoming issue.

Sharp Expands To Canisters

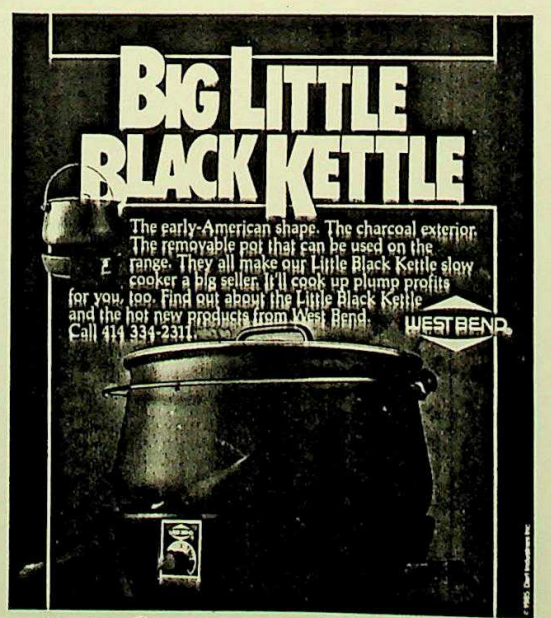
Sharp Electronics at next month's Housewares Show will roll out three more vacs. The three canisters with power heads retail from $239 to $359 and will feature neutral earth tones such as gray, beige and almond, rather than the white red and blue on the original models.

Anchor Markets French Line

Anchor Hocking will begin marketing French glassware in the United States next month under the Anchor name. The manufacturer will be VMC, a new company formed in the recent merger of VMC and BSN. Anchor has been a shareholder in VMC, and has marketed several of its lines before.

Ardan Eyes Store Closings

The word is out that Minneapolis-based Carlson Companies has decided to close its 41-unit Ardan catalog showroom chain, but plans to realign its business to focus operations on jewelry and giftware, according to Carlson. The Ardan showrooms average 40,000-45,000 square feet and speculation has it Ardan may retain 10,000 square feet and lease out the rest either on an individual store or chainwide business.


BIG LITTLE BLACK KETTLE
The early-American shape. The charcoal exterior. The removable pot that can be used on the range. They all make our Little Black Kettle slow cooker a big seller. It'll cook up plump profits for you, too. Find out about the Little Black Kettle and the hot new products from West Bend. Call 414 334-2311.
WEST BEND

* SEE BACK - ENLARGED

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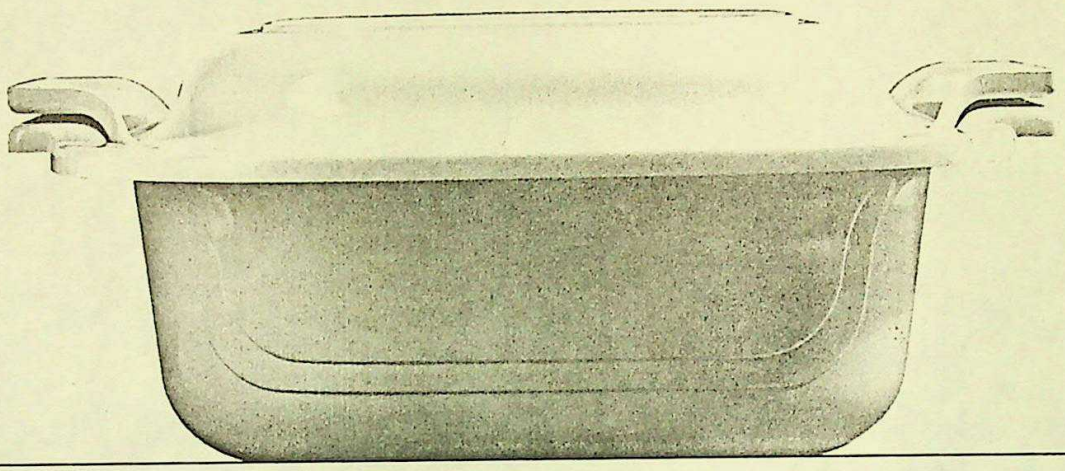

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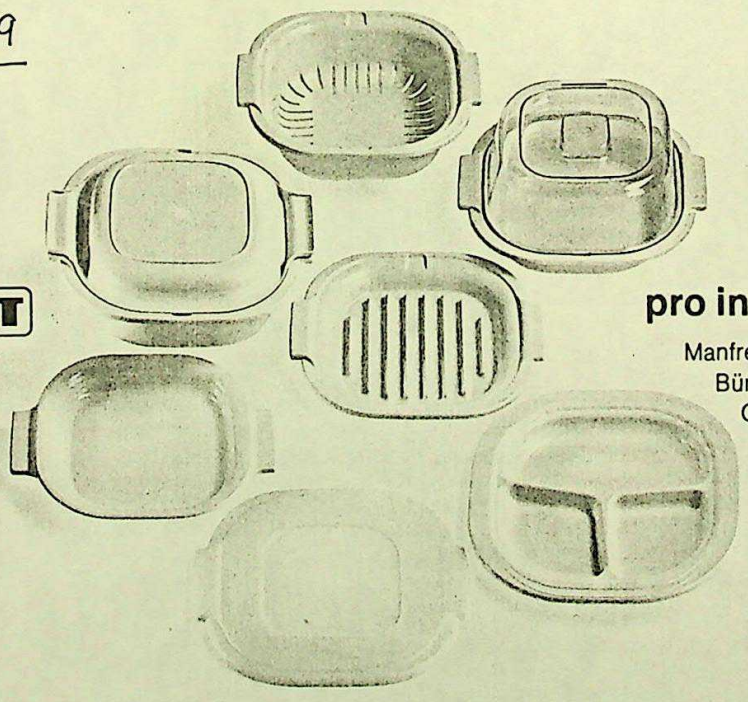

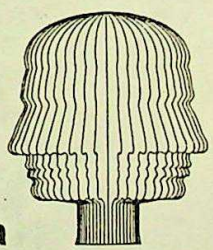

pro industria

Manfred Lang
Büro für Industrial Design
GmbH

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D7-538

Good to last cut: Ever-sharp carves a convenient niche

(Continued from page 64)

sumer awareness of the segment.

Thomas said a print advertising campaign will kick off in June with an ad in Good Housekeeping that will make note of the Laser line's recent receipt of the Good Housekeeping seal. The campaign will hit heavily in the fall when it will be expanded to a variety of other magazines to support holiday gift purchases, according to Thomas.

Regent Sheffield has also taken another product approach as part of its efforts to make knife use more convenient for the consumer. The company has developed knife blocks in the Dynasty and Eagle lines equipped with one-stroke sharpeners, and they have scored big in some retail circles.

Players in the self-sharpening segment are also gearing for an aggressive marketing assault this fall. The two companies involved — Wilkinson Sword and Wiltshire International — are engaged in a fierce rivalry.

Wilkinson Sword had created the self-sharpening segment selling Wiltshire products but left the business a year ago when Australian-based Wiltshire terminated their marketing agreement and got the rights to market its own products in the United States. In April, Wilkinson came back with its own line, touting it as an improved version of the original concept.

At the same time, Wiltshire has taken the concept to a new level by incorporating the self-sharpening feature in knife blocks.

Each is now seeking to assert itself as the leader in the segment, and will be taking its case to consumers in a media blitz.

Neil Eibeler, national sales manager at Wiltshire, said the company is spending considerably more on its 1987 campaign than the $5 million that was spent last year. He said the company will be expanding its television advertising effort to hit 15 of the top 20 markets in 1987, a major increase from the four major markets — New York, Boston, Atlanta and Los Angeles — that were targeted in 1986.

According to Proulx, Wilkinson will be spending 35 to 40 percent, or about half a million dollars, more this fall to promote self-sharpening products than it has in the past. He said he's spending a "couple of million dollars in total."

Proulx believes demand for self-sharpening and never-need-sharpening products will snowball in the because of the conven tor. "Over the next more than 50 percen sumers in the market f will look for a knif always sharp, or a knif be precisely sharpened dicted. He believes players in traditional products, such as Wusthof, Gerber and Cutlery, will eventuall address the demand.

While such comp knowledge the gr self-sharpening and need-sharpening cutle maintain it's not really tion for them. They distinct markets.

"Self-sharpening is really a service to the who is interested pure venience," said Frank national accounts ma Gerber Legendary Bla really is something v for people who are swe the fast pace of tod styles."

Retailers generally self-sharpenin never-need-sharpening make up a distinct cu ment, and they wel added business.

HFD JUNE 1, 1987 PAGE 66

What's New In Microwave Accessories?

Superseal introduces the Store 'n Serve collection, the world's most advanced microwave food containers!

- New Lifetime Warranty–no restrictions!
- New colors, design, packaging!
- Microwave safe...freezer-to-oven-to-table!
- New air-tight wrap-around seal. Easy-to-open. Easy-to-close!
- Longer margins!

Store 'n Serve type products are the fastest growing category in microwave accessories.

A new survey by Home Testing Institute indicates that microwave cookware is the item most likely to be purchased in U.S. households over the next 12 months.

See what's really new these days. Call for a personal presentation at 1-800-221-0988, ext. 209.

The new 20 item Store 'n Serve collection

store 'n serve

"Never-need-sh ing has brought people into the c market."
— Len Oser, Jordan Marsh

John Lawrence, Thalhimer's, said, "T (from Regent Shef basically marketed as a knife. As convenienc as a lot of consumers ar that need for them. something that a Hen tomer would go after rence carries Regent and an imported inmesser, in never-needs-sharpenin ment.

At Jordan Marsh, been running Tri-Star time and will "most lik up Regent Sheffield's in the block, Oser "Never-need-sharpeni brought new people cutlery market. I don't stealing business from segment. It's frostin cake, extra business."

One buyer at a department store believ ing prices on high-en cutlery, specifically and Wusthof produc cause potential custom to self-sharpening. "I self-sharpening knives up a segment of th Henckels customer — tial Henckels custome longer would even con ing the stretch to $7 knife," he said. Th carries Regent Sheffiel

They bring you a flower. Anchor brings you the bouquet.

HFD
JULY 20, 1987
p. 79

D7-538

Compared to Anchor's ovenware story, anyone else's sounds a little flowery.

After all, it's not what's on the product, it's what's in it. And no one puts more into all their products than Anchor.

To cultivate your ovenware business, we researched consumer needs. Then developed the shapes, sizes, and features consumers want most. Like microwave-safe Oven Basics Extras™ with snap-on lids, making stacking, storing, and carrying easier than ever.

7-20-1987

To woo them in-store, *every* SKU comes in attractive new packaging, ready to display on the Anchor merchandising system. Our ovenware system simplifies stocking, speeds checkout, and all but eliminates breakage.

So next time you pick ovenware, try a fresh approach. Combine it with dinnerware, beverageware, servingware, and more.

Because when you cross-merchandise with Anchor, your business can truly blossom.

HFD
JULY 20, 1987
p. 79

Anchor
We're with you every day.™

Consumer & Industrial Products Division • 2980 West Fair Avenue • Lancaster, Ohio 43132

Vendors voice need for spring gourmet show

(Continued from page 58)

"There were no genuinely new products being shown, especially not in small electrics. A bread machine is fine, but that's only one product. Other than that there were just a bunch of fringe colors — nothing to really stimulate new business.

"We need the Gourmet Products Show to nail down our fall program, and we are anticipating lots of new products. The July housewares show really doesn't look necessary for us at this point. It's really positioned much too late in the year for us to plan, and if a solid fall program can be finalized in San Francisco, there's no need for it."

●

Charlie Holdsworth,
DMM,
Gottschalk's

"No one can deny that the timing of the Gourmet Products Show is much better than the NHMA show, but I don't think it can possibly replace it, in terms of breadth or significance.

Geographically, it's easy for us to attend. We'll see a lot of local vendors and we can work on a fall program, which is something we didn't get a chance to do in Chicago.

"The gourmet show is important, because it's not just a gourmet show anymore. Suppliers from almost every category are represented there. But there isn't a strong enough representation there for us of the basic suppliers. For example, most of the small electric people will continue to concentrate in Chicago."

Charlie Holdsworth

●

H.R. Harvey,
DMM,
Burdine's

"This is a major show for us — it is perfect timing for fall planning. All of our buyers will be attending the show."

"NHMA is important to us, but we will not go to the July show. We have not been to a gourmet show in three years, but now the timing is right. The NHMA did not listen to retailers — we wanted an April show."

"We will be focusing on making the programs that we have in place become more successful. We are optimistic about a good fall season, and we expect the show to be well-attended by department stores and specialty shop retailers."

●

Ray Berger

Ray Berger,
DMM,
Marshall Field

"There will be three buyers going out to San Francisco. In previous years, we haven't gone at all.

"This is what I would call a major show for us because it's more geared toward our class of trade, whereas the housewares show is not.

"The March timing is much more conducive to fall planning. Also, we heard from several vendors that they held back on their product introductions in January, because their competition would've had too much lead time to knock them off. So we're anticipating lots of excitement in San Francisco. We're a Chicago-based company, so it's never a very difficult decision to attend a housewares show, but in a lot of ways, the gourmet show suits us better."

●

Len Oser,
Buyer,
Jordan Marsh

"The NHMA timing for both the January and July show is bad for us because we are already mid-planning for both seasons. San Francisco will become a very important show for us — we have not attended the show for three years."

"We're anticipating a good retail environment this year — we're planning aggressive plans and hoping business will happen. On the whole, though, retailers will probably be holding back because of the dollar's uncertainty.

"This show should be much better attended than it was in the past — it should be the biggest show in three years."

Color us red hot!
white
rose
slate blue
Microwave Store 'N Serve expands from 4 to 20 items!
Our original 4 items instantly blew off shelves across America. Because revolutionary new Store 'n Serve meets every consumer need in microwave food containers:
• It's a great storage container
• It's a terrific container for microwave cooking and reheating
• It's a beautiful serving piece
Our new Store 'n Serve line features the most-wanted consumer colors (look at the colorful array in the 8-foot section). It's the perfect in-store selling display.
Call for a personal presentation at 1-800-221-0988, ext. 209. And be a part of the red hot microwave container success story.
The new 20 item Store 'n Serve collection
SUPERSEAL®
STORE 'N SERVE

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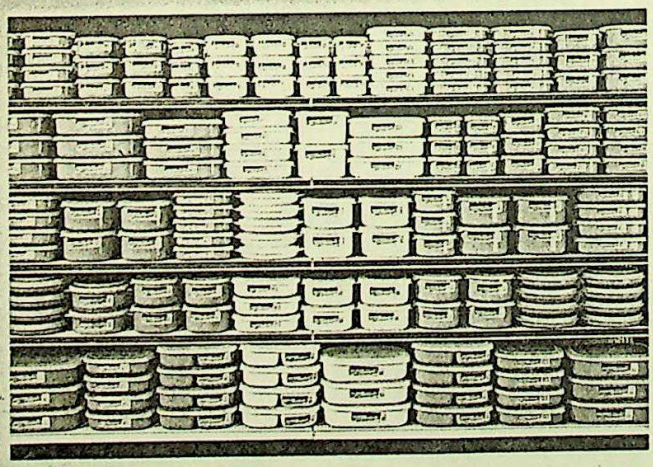
1538

Color us red hot!

white

rose

slate blue



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SUPERSEAL®

STORE 'N SERVE

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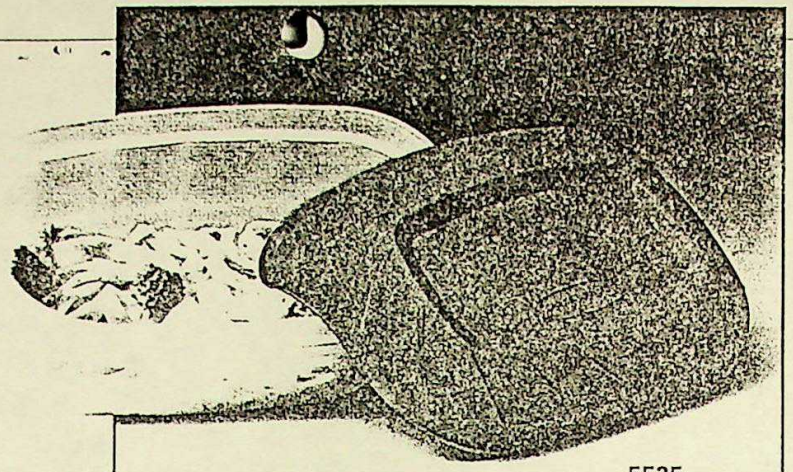
Home Furnishing Daily

D7/ 538

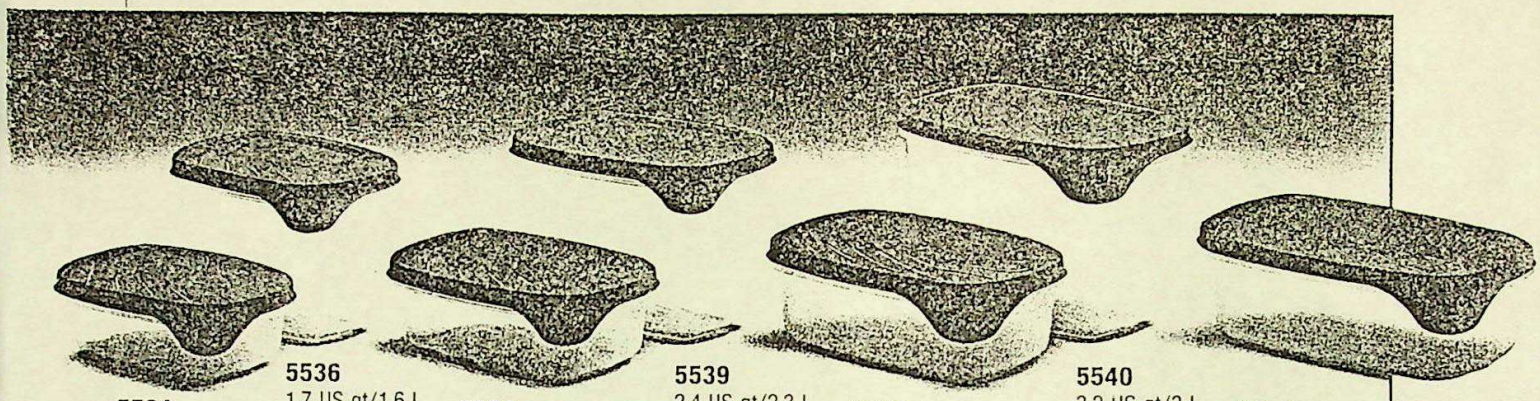
Rubbermaid®

Servin'Saver™ EZ TOPPS™

RECTANGLES
RECTANGULAIRES
RECTANGULARES



5535
1.2 US qt/1.1 L



5534
1.7 US pt/805 mL

5536
1.7 US qt/1.6 L

5535
1.2 US qt/1.1 L

5539
2.4 US qt/2.3 L

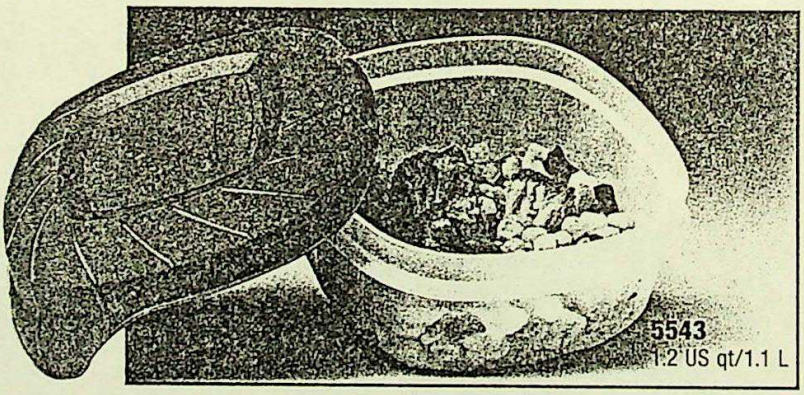
5537
1.7 US qt/1.6 L

5540
3.2 US qt/3 L

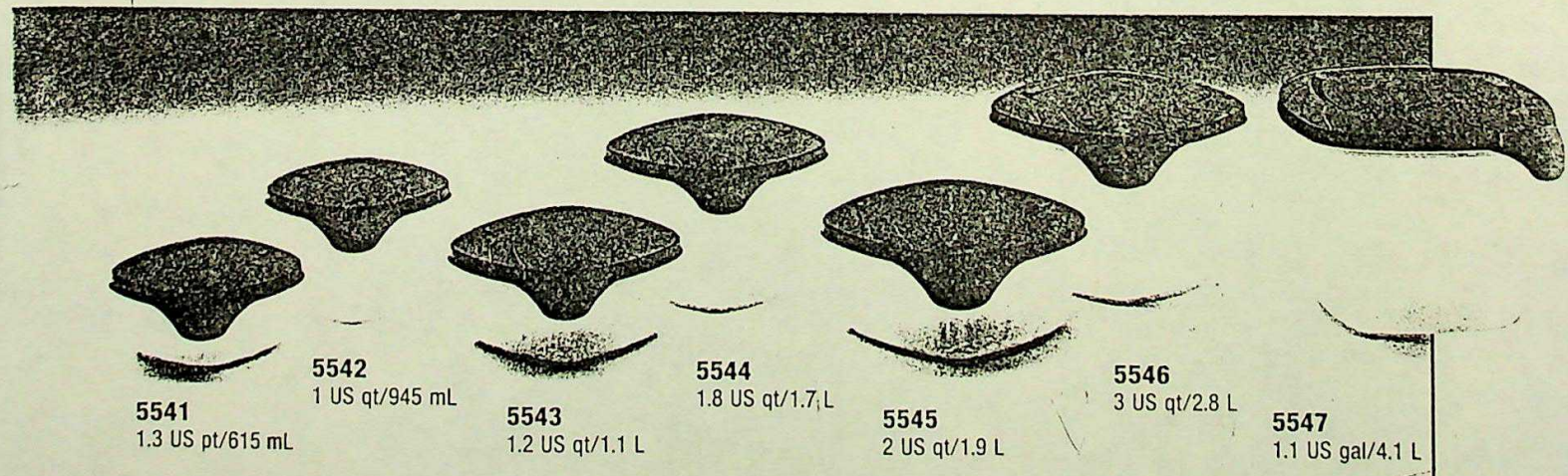
5538
2.3 US qt/2.2 L

Servin'Saver™ EZ TOPPS™

SQUARES
CARRÉS
CUADRADOS



5543
1.2 US qt/1.1 L



5541
1.3 US pt/615 mL

5542
1 US qt/945 mL

5543
1.2 US qt/1.1 L

5544
1.8 US qt/1.7 L

5545
2 US qt/1.9 L

5546
3 US qt/2.8 L

5547
1.1 US gal/4.1 L

CATALOG PAGE FOOD CONTAINER LIDTABS, RUBBERMAID INC, PUBLICATION DATE 1995

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